

The NATIONAL UNDERWRITER

Life Insurance Edition

OM'GOSH!



- Franklin Life representatives have income tax worries. Plenty of them. They're just making too much money!
- Take a look . . . our top hundred representatives averaged earnings of \$5,256.56 in 1942.
- The entire agency group whose earnings we reported to the commissioner of internal revenue averaged \$3,598.08 last year.
- That's not enough to provide yachts or penthouses. But it surely will buy lots of bread and milk and perambulators and rent receipts.
- Maybe you don't like to pay whopping big normal taxes and surtaxes and Victory taxes. They really are an awful headache. But if you insist on being a glutton for that kind of punishment, write us a little note inquiring about our Direct-with-the-Home Office agency contract.
- We'll guarantee you an income tax headache that will jar your teeth NEXT March.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

FRIDAY, APRIL 23, 1943



This is Our Record in 1942

- ★ Insurance in force gained \$20,047,000. This brings the total to the all-time high of \$731,069,000.
 - ★ New insurance paid for was \$49,098,000, or 97% of the 1941 amount. This was accomplished despite the fact that many of our representatives are now in the armed forces.
 - ★ Total premium income attained the record amount of \$28,991,000, an increase of \$1,063,000 over 1941.
 - ★ The lapse rate was the lowest in history. The ratio of lapse and surrender was only 3% of the insurance in force at the beginning of the year.
 - ★ Particularly significant is the fact that the average production of all Phoenix Mutual representatives (on a paid premium basis) increased 27.2% over 1941.

Another outstanding year has been added to the firm foundation upon which the Phoenix Mutual builds its future. The financial growth of the company was both substantial and satisfying. Equally satisfying, however, was the progress of the individual members of our field organization. The Phoenix Mutual always will count as a gain every step which brings it nearer its objective: *quality business from a compact group of men who earn substantial success through competent service.*

N.A.L.U. Is Making Soldiers' Service Bureau Nationwide

Sends Out Bulletin
with Detailed Suggestions
to Local Associations

NEW YORK—After several months of experiment, notably at Fort Hamilton, N. Y., the National Association of Life Underwriters is putting its soldiers' service bureau project on a nationwide basis and has sent out a bulletin to member associations explaining the procedure that should be followed.

The project's aim is to have agents go into army camps, where the commanding officer approves, to help advise soldiers on life insurance problems and explain the advantages of national service life insurance, both through brief talks and individual consultations. While the suggestions included with the bulletin are largely in the form of cautions, it is stated that no association should abandon the project just because it looks complicated but that there are two main points to remember: that the project is of the highest importance and therefore must have certain restrictions if it is to move smoothly, and second, it involves close coordination with the army and therefore its activities must be conducted in a precise, military way. The National association emphasizes that there should be no deviation from the suggestions which accompany the bulletin.

Warms of Misstep

The bulletin, which is signed by Sidney Wertimer, manager Prudential, Buffalo, chairman of the life insurance information committee, also warns that only the most competent and experienced men should handle the work, for any misstep would probably result in the War Department's banning the entire project.

Among the important points in the suggestions are these: keep all personal or military information confidential; never advise the purchase of new commercial life insurance nor the dropping of old; take no company literature to the post; make no commitments or guarantees to soldiers in consultations; carry out assignments promptly. Members are particularly warned not to publicize any work done on this project without obtaining full permission from army authorities.

There is included a suggested 15-minute talk which should serve as a guide to facts, though the speaker may put the substance into his own words. The basis of the consultation is the "Confidential Check List" and the manual for use in connection with it, both of which were published in the February issue of "Life Association News."

Without the assistance given by this project the principal way that military personnel can get needed insurance information is through correspondence except in the comparatively few cases where trained life insurance men are post insurance officers and even then



Sidney Wertimer

General Agents Conference Is Held in Chicago

Ordinary life insurance appears not to have geared itself to the sweeping changes which have occurred in American life in the last few years, W. Rankin Furey, director of agencies Berkshire Life, said in a talk at the general agents and managers conference held in Chicago as a feature of the sales congress and state meeting conducted by the Illinois and Chicago Associations of Life Underwriters.

One of the principal criticisms in the TNEC report was the generally inadequate incomes of life agents, he said. The business must prepare to pay living salaries to good men as rapidly as possible. They are doing too much service work on business on which they receive no renewal commission. He said agency heads must prepare to pay adequate commissions to agents on the business which they must service.

Notes Some Criticisms

Mr. Furey noted some of the findings of the Saratoga conference held recently in New York such as that commissions were poorly distributed as to business in force, the agents lack security, there is too high a turnover in agency force, and that the business probably under the present agents compensation plan will be unable to meet the competition which other industries will offer after the war is ended.

This year marks the end of the first 100 years of American life insurance, he pointed out. The next 100 years will bring a greatly changing world. Life insurance he found slow to change. He said there is reason to believe the institution is not changing fast enough. This was the reason for the movement among New York state life associations which resulted in the Saratoga conference.

"The biggest job of 1943 agency management may be to make the needed changes," he said. "We are going to have the greatest manpower opportunities after the war."

Step in Right Direction

Mr. Furey thought the Saratoga conference was the start of this rectification. Up to 1933, he said, production of ordinary life insurance exactly paralleled the national income. However their paths in 1933 parted for the first time, later developing a tremendous gap. He concluded the business had not geared itself to change. The production of ordinary life insurance by ordinary agents in 1921 as compared to ordinary by industrial agents was four to one; in 1941 it was three to two. Industrial agents therefore are gaining on the ordinary men. The only difference Mr. Furey could see in their setup was in compensation and resultant direction of industrial agents. He said in 1920, 22½% of all the life insurance in force was paid for in the year but life insurance now has reached the point where only slightly over 8% of all the insurance in force was produced last year. There are over 10 policies to service for each new one under a compensation plan which was devised essentially to pay the agent only for production of new business, he said. The agent gets paid for about one-third of his work and not for the other two-thirds, he said.

"I don't think we have done a good job," he said, "but the rapid transposition to the point where less than 10% of the business is new business is the cause of much of our difficulties."

In the other days just before the Armstrong investigation, high first year commissions of 85 to 90% were paid

and most of the renewal commissions were not vested. The competition for agents which began about 1907 led to vesting the renewals. Probably the agents will be checking in their vested interest in their commissions if the projected changes come to pass, Mr. Furey commented, and social security, pensions and so forth will take the place of vested interest.

The life insurance product has been brought to the point where it has the greatest public acceptance, he said. There is no financial competition with life insurance. But it has reached a saturation point under the present system where there has been a leveling off of new production.

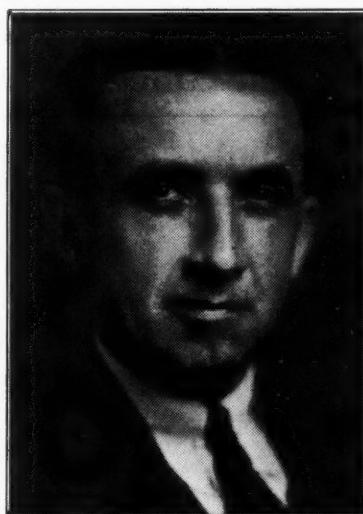
Arnold Tells Responsibilities

Agency heads now and in the competitive times ahead must furnish their agents all possible services and assistance, William Arnold, general agent of Penn Mutual at Harrisburg, Pa., declared in a very realistic talk on "Be Agency Wise." He was introduced by C. B. Stumes, of Stumes & Loeb, Chicago general agents Penn Mutual. Mr. Arnold, a millionaire personal producer, is president of the Harrisburg Association of Life Underwriters and past-president Harrisburg General Agents & Managers Association.

"We must help the agents to live and work normally," he said. "There is a greater need for leadership in the business now than ever before. Ask yourself, 'What have I done to help Agent Smith make money?' Don't kid yourself

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C. D. Connell Is Endorsed for Reelection as Trustee



C. D. CONNELL

Directors of the New York City Life Underwriters Association have unanimously endorsed C. D. Connell, general agent of Provident Mutual in New York City, for reelection to the board of trustees of the National Association of Life Underwriters. He has been a trustee for the last two years. The resolution of the New York association stressed, Mr. Connell's "Practical Experience," unselfish service, diplomacy, tactfulness, and proven judgment which he has evidenced as a member of the board of trustees of the National association.

Tide Turns; March Sales Show 13.7% Gain

Ordinary Is Up 14.9%
Three Months Total
15.6% Behind

Showing the first monthly increase this year, new life insurance for March was 13.7% more than for March of last year, according to the Life Presidents Association. Ordinary and group showed increases while industrial showed a decrease. For the first three months of the year, the amount of all classes was 15.6% less than for the corresponding period of 1942.

For March, the new business was \$752,561,000 against \$661,681,000 during March of last year, an increase of 13.7%. New ordinary was \$486,088,000 against \$423,120,000, increase 14.9%. Industrial was \$136,083,000 against \$140,735,000, a decrease of 3.3%. Group was \$130,390,000 against \$97,826,000, increase 33.3%.

For the first three months of this year, new business was \$1,992,729,000 against \$2,277,280,000 for the corresponding period of 1942. New ordinary was \$1,250,312,000 against \$1,693,100,000, decrease 26.2%. Industrial was \$357,519,000 against \$387,047,000, decrease 7.6%. Group was \$314,898,000 against \$197,133,000, increase 59.7%.

Research Bureau Figures

According to the Sales Research Bureau, the sales of ordinary life insurance in March of this year totaled \$631,863,000 or a gain of 12% over March of last year. In the first three months the sales were \$1,626,553,000 or a decline of 27%. The sales in Chicago in March were up 22%, in Cleveland 19, Boston 2, Detroit 4, Los Angeles 19, New York 5, Philadelphia 35 and in St. Louis there was no change.

Turns the Corner

Life insurance leaders now feel very confident that the business has turned the corner from a sales standpoint and that the balance of the year should be one of bountiful production. Most companies began to notice the upswing early in March. One company, for instance, that keeps a record of M.I.B. reports pulled found that there was a

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Move Still Made Toward Lower Rate of Interest Basis

Some life companies still operating on the 3 and 3½% reserve basis are seriously considering going on a 2½% basis and some 2% in view of the constantly reduced interest returns. The fact that companies are buying such large amounts of war bonds where the yield is low tends still further to reduce the average interest rate. Therefore the pressure is exceedingly strong to go on a lower interest basis. The companies find themselves unable to make the grade or at least are just breaking even. Some of their bond investments have been called in order to arrange for new issues on a lower interest basis. Altogether the interest earning capacity on assets is an engrossing one.

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Chicago Sales Congress Calls Forth Much Talent

Practical and inspirational talks from leaders within and outside the life insurance business made up the fare at the Chicago sales congress. One of the greatest life insurance buyers, Marshall Field III, gave his contribution. Company men, general agents and managers and ordinary agents gave their sales methods and observations on how the business must be sold in the war time ahead. Attendance was well over 1,400. A feature was a war bond booth which had sold over \$14,000 of bonds before the congress program had reached the halfway mark. The Chicago Association of Life Underwriters sponsored the congress.

An air forces band started the program. J. H. Brennan, president Chicago association, extended welcome. W. B. Buckley, manager Metropolitan Life, Mt. Vernon, Ill., new state association president, spoke briefly. J. M. Royer, Chicago general agent Penn Mutual, general chairman for the day, introduced Norman Collins, state administrator war savings staff, who reported 2½ million men and women were on payroll plan of purchasing war bonds in Illinois. He said the Illinois life agents have done a good job. Also R. W. Frank, State Mutual, who so far this year has sold 33 cases for about \$350,000 business and for several times has been a millionaire producer, was co-chairman, serving in the morning.

Woman Agent's Suggestions

A successful woman agent of Country Life in Joliet, Ill., Anne Miller, who in 1942 paid for \$755,000 of business without including group insurance and in 7½ years in the business never has paid for less than \$30,000 a month and for the last three years never less than \$50,000 monthly, gave a talk pungent with sales humor. She is general agent in Will county.

"If you want success in life insurance you must be constantly selling," she said. "Some people can be seen in the morning, some in the afternoon and others in the evening. Evening calls are good because the man and wife are together. Make wise distribution of your time and you will not need to work eight hours a day. If you don't want to work but want to live, you have to think."

"After a full meal a farmer, just like any other man, likes to sit and rest. So, see him after he has eaten."

She said 35% of her selling is done on the first interview which results in comparatively small cases averaging about \$3,000. While pressure to close on first interview may result in smaller policies it eliminates much work of calling back to see the man and results in selling many cases that otherwise probably would not be sold, she said.

"The art of selling life insurance is to play on the emotions," she said. "People go to the theater to have their emotions worked up. If you make a good sale in the morning, for heaven's sake don't stop. Life insurance selling is the nicest business in the world. There is success and happiness in it for the hard worker."

Bendiner Propounds Queries

Irvin Bendiner of New York Life at Philadelphia presented the thought-provoking talk which he has given many times recently along the eastern coast. He asked what is the place of life insurance in a world at war and what is the place of the life insurance agent when the government is seeking all available manpower? He stressed that a life agent is an essential worker so long as he is productive. He asked to what extent the agents preach and also practice the doctrines of thrift and economy

which they propose to the public, and whether they recognize that this is a step they can take definitely toward victory in the war. Another question was as to what extent the agents have preached the necessity of meeting tax obligations. He said most agents grumble over the tax bill the same as other people.

Many Changes Required

He asked whether the agents are adjusted to present conditions; whether they are prepared to accept today's problems and deal with them, to move with the times. He said they must put service before selling. They will have to shift their prospecting groups. One of the greatest opportunities in the field is in estate taxes. The public is being educated to pay tax bills out of incomes. Why not, he asked, sell a man on the proposition of buying life insurance with his present income to pay taxes?

He urged shifting the sales message from thrift to protection in order to bring a keener realization of the need for protection. It is also necessary to shift the hours of work, to work later and longer; to change selling methods, using direct mail, telephone and such means more frequently.

Mr. Bendiner urged keeping one's feet on the ground and not to be a headline reader.

Of the last 100 cases which he has sold 45 were the result of night calls, Gilbert E. Grimm, Equitable Society, Chicago, declared in a talk on "Night Time Bombing."

Broken down into working classes these 100 cases were: Public utility 16 (four women); merchants, four; office clerks, two (women); auditors, three (one woman); drivers, two; salesmen, three; housewives, 19 (10 working) juvenile, 10; defense industry, 41 (15 women).

Mr. Grimm said his market for prospects in the last year or two had been

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Broader World Viewpoint Urged by Marshall Field

Pointing to the new vistas brought forcibly to attention by the war, Marshall Field, III, publisher of the Chicago "Sun," stressed the need of a world-wide outlook in successfully solving the problems of the future, before the Chicago Association of Life Underwriters annual sales congress.

Mr. Field's newspaper activities and the fact that he is heavily insured stimulated marked interest in his talk. Phil S. Hanna, financial editor of the "Sun," and several other staff members sat at the speakers' table.

Mr. Field paid tribute to life agents in overcoming sales resistance in convincing people of the necessity of protecting the future of their families and businesses. "In accomplishing this you have built the institution of insurance to a position of confidence and trust as one of the bulwarks of our American economic structure," he declared.

In addition to his sizable personal insurance, which Mr. Field said he "bought for the same reason as every other man, namely that of personal security for my family," one of first actions at the "Sun" was to establish a group insurance plan for employees.

In emphasizing the need for world cooperation, Mr. Field pointed out that insurance men have a real understanding of the value of cooperation. "The very nature of insurance makes this so. In so many instances it is only when an individual cooperates with you frankly and open-mindedly in the furtherance of a plan to build an insurance estate for the protection of his family that you are able to accomplish the true function of insurance."

After picturing a glowing future of Chicago as a world aviation center with the tremendous new war plants which will be converted to peace time manufacturing, Mr. Field emphasized the necessity of developing a broader outlook in furthering international justice, which is the key problem of the future.

Capitol Life New Compensation Plan

Rewards Keyed to Length of Service—Managers Contract Also Modernized

Capitol Life of Denver has brought out a new contract for agents and managers that gives weight to quality of the business and length of service of the producer as well as to volume of sales. W. V. Woollen, vice-president, outlined the plan to those attending the meeting of smaller company executives



W. V. WOOLLEN

under the auspices of the Research Bureau in Chicago last week and it elicited much interest and praise. The plan generates greater earnings for the agent with every dollar of business written every day and year he remains with the company.

The regular renewal commission of 7½% on most policies is payable on the second, third and fourth year premium. Such renewal commissions become vested when the contract shall have been continuously in force for three years or upon the prior termination of the agreement if at the date of the termination the business produced by the agent and then in force shall total at least \$100,000 in the event of death or permanent and total disability of the producer or at least \$300,000 if the contract is terminated for other cause.

Service Commission of 2½%

In addition a service commission of 2½% is paid commencing with the second year, when the premiums are received by the company while the agent is under contract.

Then comes a performance bonus which appears to be distinctive with Capitol Life. A scale of bonuses is offered that increases with the amount of annual production and with the length of service of the agent. For each year during which the contract is in force, the bonus is based on the face amount of net new business in excess of a basic volume of \$50,000. For instance, on the second \$50,000 of production during the agent's first year with the company there is a bonus of \$5 per thousand, the bonus becomes \$6 for such production during the second year, \$7 third year, \$8 fourth year, \$9 fifth to ninth years, \$10 tenth to 14 years, \$11 15th to 19th and \$12 for the 20th year and thereafter. For the third \$50,000 of new business the first year bonus is \$6 a thousand and this increases to a maximum of \$13 for the 20th year and thereafter. For all business over \$150,000 there is a first year bonus of \$7 and this increases to a maximum of \$14.

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Occidental Life Makes Changes in Home Office, Agency Personnel



(1) H. G. Dobson, controller; (2) Carl L. DeVries, home office general agent; (3) T. B. Wiseman, auditor; (4) Burly Blevens, manager San Francisco branch office; (5) H. H. Sloan, general agent for Indiana at Indianapolis; (6) Frank Chilton, home office group department.

Occidental Life of California has made a number of important changes in its home office and general agency personnel.

Carl L. DeVries has resigned as vice-president and controller and has been appointed home office general agent. H. H. Sloan has been appointed general agent for Indiana at Indianapolis.

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Employer-Pay-All Trend Develops in Group Field

Many New Cases Non-Contributory and Old Accounts Converted

In the group field a pronounced trend has developed towards employer-pay-all or non-contributory plans, not only for group life but for the other group coverages as well. The trend is even more distinct than it was in the boom days of 1928 and 1929. Not only is new business being arranged on this basis but many of the established contributory plans are being converted to the employer-pay-all basis. A number of factors are responsible. The underlying reason, of course, is the fact that profits are such as to permit the employer to make such an expenditure. The fact that the entire premium is deductible as a necessary business expense in calculating income tax is a factor, but it is not the only reason.

When the employer pays all, the necessity of signing up the employees is obviated and that means a saving in time and manpower for the employer and the insurer. It also means that the employee is not distracted from his work.

Token of Appreciation

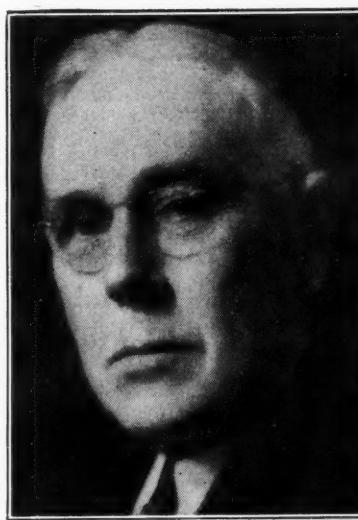
Then the employer is giving to the employees a token of his appreciation and it provides an opportunity to add to the compensation of employees without violating wage freezing orders. The removal of a deduction from the pay check is appreciated by employees who recently had the Victory tax added to the social security deduction and who will shortly no doubt be faced with a new income tax pay-as-you-go deduction. Moreover with 100% of the employees being insured, the net cost to the employer is likely to be lower. It provides a better spread of coverage.

A number of union leaders are requesting employers to pay the entire group premium. The trend is likely to increase sharply as one after another employer goes on this basis. With employees in essential industries frozen to their jobs and with wages frozen there will be some contrasts and inequalities between one firm and another in connection with group insurance. Employees in one plant, for instance, where there is no group insurance or where there is group protection on a contributory basis, may feel resentful because employees engaged in a similar plant perhaps across the street may be provided with group insurance at no cost to themselves.

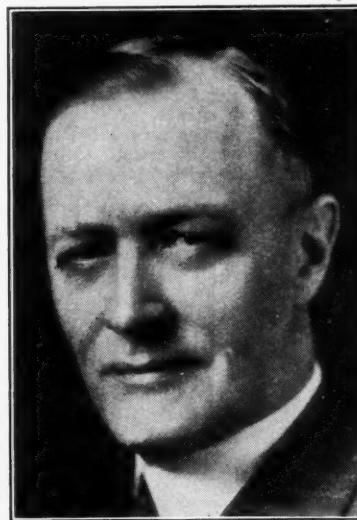
Group business is skyrocketing and some insurers are having difficulty installing the plans promptly and keeping in touch with employers who could very easily be sold or who have requested an interview. All of the very largest corporations carry group insurance but there are a great number of medium sized and smaller firms that are not insured and that constitute excellent prospects these days.

Many employers have been solicited to buy insurance over the years but have put off making a decision for one reason and another. They are now ready to buy. There is also the type of employer who has been pretty hard boiled and who has not believed in group insurance. He has perhaps not comprehended the implications to him of the social changes that have been taking place but even the most stubborn executives of this type are now seeing the necessity of enlightened employee relations. Some such em-

Business Romance of National L. & A., Now Billionaire, Traced by Craig



C. A. CRAIG



C. R. CLEMENTS

Insurance in force of National Life & Accident of Nashville passed the one billion dollar mark at the end of the first quarter of this year, the precise figure being \$1,018,939,276 and the attainment of that rare objective gave dramatic emphasis to the history of National L. & A., as sketched by Chairman C. A. Craig at the regional meetings for managers

which have been held in various cities lately. This presentation by Mr. Craig induced a prolonged ovation on the part of each group to which he spoke.

Mr. Craig speaks with dignity and restraint yet with the utmost conviction and with deep sentiment.

Mr. Craig referred to the history of
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ployers have put in group plans as a means of winning the good will of employees who have become truculent and uncooperative.

Some of the hospital associations that

have been selling coverage to employed groups but with the employee paying the entire premium have been receiving requests from employers to be permitted to pay the entire premium.

Paid to the Living

This was a case in which life insurance paid benefits many times larger than the amounts paid to the company. Furthermore much of the money went to the policyholder herself. She was originally engaged in a dressmaking business, but became totally and permanently disabled, and hence unable to work, after she had paid only 7½ years' premiums totaling \$590.73, less \$127.88 in dividends, or \$462.85 net.

The disability benefits of \$30 a month added up to \$3,420 in the 114 months she was disabled. During that period the company waived premium payments of \$773.06, and paid her \$131.55 in dividends.

The disability period was ended by her death in an accident. And the company paid her beneficiary \$3,000, the face of the policy, plus an additional \$3,000 because of double indemnity.

Thus against the \$590.73 gross premiums she had paid, the policyholder herself received \$3,420 of disability benefits, plus \$259.43 of dividends, and \$773.06 of premiums were paid for her; and her beneficiary also received \$6,000.

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THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Life Insurance to Play Essential Post-War Role

Must Help Hold Back Spending During Industrial Readjustment

NEW YORK—The extent to which individuals convert cash funds into life insurance and annuities will have an important bearing on minimizing abnormal conditions in the post-war era, Dr. Sumner H. Slichter, Harvard University professor of business economics, declared at the annual economic seminar sponsored by the New York City C.L.U. chapter. To enable industry to catch up on production, the nation's savings must not be liquidated. Holding war bonds to maturity must be encouraged and life insurance must continue to absorb surplus funds. Business enterprises must be encouraged to plow back a large proportion of their earnings rather than distribute them as dividends and risk taking in developing new enterprises must be encouraged by lighter taxes on income from that source.

Encourage Risk Takers

The encouragement of risk taking will require new developments in public policy, Dr. Slichter pointed out. Innovators, experimenters and starters of enterprises will have to be given a congenial and hospitable environment if the nation wishes to maintain a high standard of living.

It is fairly easy for the national economy to put to work large quantities of investment seeking funds and to adjust itself to drops in consumer demand as the enormous accumulated demands are met provided the spirit of risk taking flourishes. This can be done at the same time while protecting the rights of workers to organize and giving them an adequate social security system. High levels of employment require that a substantial portion of citizens seek to derive at least part of their incomes from giving jobs to others rather than from holding jobs.

Security Not Answer

No nation can become great by seeking social security and there has never been a great age based on a striving for security, he declared.

After the war the tax needs of the federal government will be roughly two or three times its prewar needs. In the '20s, the entire federal budget was less than half of corporate profits in a good year. After the war, it will be three or four times as large. It will not be easy to meet such large needs without taking a large part of the income of successful business enterprises.

Effect of Aging Population

Changes in family life and social relationships, an aging population and important changes in population distribution with booms in some communities and declining population and markets in others are likely to have an important effect on the post war market for life insurance, Dr. J. H. S. Bossard, University of Pennsylvania sociology professor, indicated.

Perhaps the chief effect in connection with aging of the population is that it blocks individual opportunities to rise individually and socially and one of the inevitable results of this is that interest in security is substituted for interest in the rate of advancement.

The war is accelerating the movement to a democratic and individualized fam-

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Equitable of Iowa Holds Regionals

Chicago Meeting Emphasizes Fundamentals of Company, Agency Service

Equitable of Iowa conducted a successful regional meeting, the fifth in a series of eight, at the Edgewater Beach Hotel in Chicago. The executives of the company have succeeded in making these regional gatherings informal, vigorous and midwestern in character. Emphasis was laid on the fundamental significance of life insurance, plain and straight forward methods of selling, and hard work well planned.

Participating in the program were F. W. Hubbell, president of the company; Ray E. Fuller, agency vice-president; R. C. McCankie, underwriting vice-president; P. C. Irwin, actuary; E. E. Cooper, assistant agency vice-president, and Herbert A. Hedges, general agent at Kansas City, who is vice-president of the National Association of Life Underwriters and a member of the agents' advisory committee of Equitable, who made the full trip.

Mr. Hubbell, the lead off speaker, illustrated the changes that have been effected in the company's investment portfolio since 1928. Farm mortgages have declined from 58.9% of assets to 17.4%; real estate owned from 5.4 to 3.3% and policy loans and other assets, mostly cash, from 17.5 to 11.8%. In the same period city mortgages increased from 6.1 to 16.4%, represented largely by residential FHA loans; bonds, mostly government but including public utility, from 12 to 46%. The objective has been to secure diversity, not only as to classifications but also a great number of individual items in each classification. There has been achieved further a diversification of maturities so that if interest rates change as investments mature the company will be able to take advantage of the more favorable rates.

Post-War Need for Capital

After the war the life companies will be called on to finance homes, farms, utilities, railroads, and various other industries and endeavors, Mr. Hubbell said. There will be a big demand for capital. American business and industry changed rapidly to a war economy, and there is nothing to prevent it changing back to a peace time economy with the same celerity and success, Mr. Hubbell stated.

The farm loan field, Mr. Hubbell took occasion to comment, provides one of the best returns of any investment today, and should continue to provide a favorable return for some years to come. The company earned 8.17% after expenses in 1942 from its farm account, he said. Farm prices are up substantially. They have increased sharply in the past six months, the rise amounting to approximately 10%. The company sold 242 farms in 1942, and up until April 20 had sold 90 out of 313 held at the beginning of this year, all at appraised prices.

One of the features of each of the regional programs was a discussion of "My Work System" by agents. At Chicago Dawn Smith, Rockford, Ill., and W. E. Lowenberg, Ft. Madison, Ia., developed this subject. Most of the agents reached the same conclusions in developing the topic. They realize they must work harder, and that it is necessary to plan in order to make the work more effective. They are doing this, and the results are amazing.

Agents were given much of the responsibility for the program. In addition to a discussion of work systems, Fred Smart, Detroit general agent, discussed "A Definite Life Insurance Sales

Plan for 1943"; N. C. Day, general agent at Davenport, "Color in Selling," and A. R. Crawford and Carl Spahn, Chicago; A. Ross Smith, Kokomo, Ind.; H. L. Harvey, Kalamazoo, and H. C. Geske, Grand Rapids, participated in a forum on "Locating Today's Best Market," led by Mr. Cooper.

With more than 15% of the company's agency force in service, production in the first quarter was \$23,157,848, 52% more than in the same period of 1942, Mr. Fuller told agents. This was due to increased incomes plus a determination on the part of agents to render more effective service. Needs of pros-

pects and the selling fundamentals are the same as before the war, but more work is required.

Direct mail is very effective if used properly, Mr. Cooper said in discussing sales promotion material. Use of direct mail by agents has increased with the growing difficulties of help and transportation. The commitments agents have made on the use of direct mail and the results they have obtained after using it have been startling. One agent wrote 88 lives for \$259,000 of business using the direct mail approach only, he said.

Mr. Hedges, spoke on the benefits of association work to policyholders, agents

and companies, and also discussed present day selling.

The falling rate of interest and the rising cost of living make it impossible to provide security today except through life insurance, Mr. Irwin said. He reviewed some of the selling possibilities in taxation. Mr. McCankie discussed some of the problems that the war has imposed on his department.

Mr. Fuller presided at most of the meetings and at the dinner which was a feature of each regional. At the dinner he recognized a number of the leaders from each region, and passed out

(CONTINUED ON PAGE 13)



THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

"First in America"

34 NASSAU STREET NEW YORK CITY



Lewis W. Douglas, President

The EQUITABLE

Life Assurance Society of the United States

REPORTS TO THE PUBLIC



PROTECTING THE FAMILY

\$590,000 A DAY is the rate at which benefits were paid in 1942 by The Equitable. Behind this impressive figure are thousands of human stories of life insurance in action.

A total of \$215,354,000 of Equitable benefits went to families throughout the nation last year. Of this, \$76,526,000 was paid to widows, children and other beneficiaries—holding families together, providing funds for education, clearing homes of mortgage debt, and accomplishing many other cherished purposes. In addition, \$31,762,000 in annuity payments brought comfort and peace of mind to older persons. Equitable policyholders also received \$107,066,000 in matured endowments, dividends and other payments.

The flow of these Equitable dollars

is doubly important in wartime because it helps strengthen the home front, benefiting not only individual families but the communities in which they live.

The Equitable has paid more than five billion dollars in benefits since it was founded 83 years ago.

SERVING THE NATION

In direct aid of the war effort, The Equitable purchased \$489,999,000 of U. S. Government securities last year.

Other funds are invested in essential industries helping win the battle of production, in public utilities, producing power for victory, and in railroads, performing vital transportation service. These assets, while providing family security, are at the same time contributing to the economic stability of the nation.

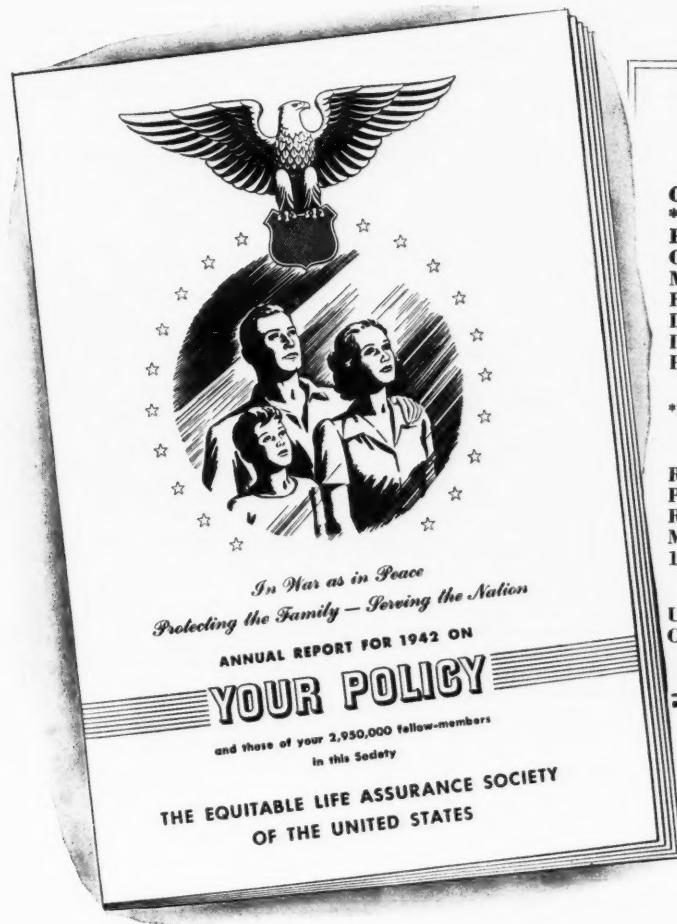
Because family security helps national morale, it is particularly significant that the life insurance protection provided by The Equitable increased \$359,025,000 in 1942 to \$7,966,328,000.

The premiums paid on life insurance policies represent funds flowing into a useful, permanent channel of thrift and help the Government's efforts to check rising living costs.

It is in the national interest to own life insurance and to buy additional life insurance if the present protection of your family is inadequate.

Looking ahead, the one great hope of all Americans is for a speedy conclusion of the war, with victory for a way of living that upholds the dignity and freedom of man. The Equitable is resolved to meet its every responsibility to the nation to help bring this about.

John T. Farren
PRESIDENT



THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES	
<i>A Mutual Company Incorporated under the Laws of New York State</i>	
DECEMBER 31, 1942	
ASSETS	
Cash.....	\$ 58,906,222
*Bonds (incl. \$632,793,697 U. S. Gov't Bonds).....	2,104,542,755
Preferred and Guaranteed Stocks.....	42,976,544
Common Stocks.....	605,815
Mortgage Loans.....	393,320,611
Real Estate.....	101,837,766
Loans on Society's Policies.....	173,799,872
Interest and Rentals Due and Accrued.....	29,483,290
Premiums Receivable and Other Assets.....	27,383,484
Total Admitted Assets.....	\$2,932,856,359
*Including \$5,795,912 on deposit with public authorities.	
RESERVES, OTHER LIABILITIES AND SURPLUS	
Reserves for Policy and Contract Liabilities.....	\$2,715,835,687
Policyholders' Prepaid Premiums.....	25,726,490
Reserve for Taxes.....	7,582,000
Miscellaneous Liabilities.....	9,682,403
1943 Dividend Apportionment.....	36,802,940
Total Reserves and Other Liabilities.....	\$2,795,629,520
Unassigned Funds (Surplus).....	128,904,839
Other Contingency Reserves.....	8,322,000
Total Reserves, Other Liabilities and Surplus.....	\$2,932,856,359

A BOOKLET FOR YOU AND YOUR FAMILY!

"YOUR POLICY," The Equitable's Annual Report to its Policyholders, is a booklet filled with human interest stories and illustrations. It also contains practical information for all owners of life insurance. Your copy can be obtained from any Equitable agent, or by writing to the Home Office of The Equitable Life Assurance Society of the United States, 393 Seventh Avenue, New York, N. Y.

Great-West Head Office Changes



H. A. H. BAKER



C. F. DUNFEE

H. A. H. Baker, assistant general manager of Great-West Life, will now assume wider executive responsibility for the company's general operations, and will continue as active head of the agency organization in both Canada and the United States. He is vice-chairman of the board of the Sales Research Bureau.

C. F. Dunfee has been appointed

pointed inspector of agencies in 1935 and agency assistant in 1941. Mr. Aitken joined the company as chief accountant in 1934, is a member of the Dominion Association of Chartered Accountants and received his C. A. degree from the Manitoba Institute and the University of Manitoba. Mr. Whitbread, who joined the company in 1934, became assistant actuary in 1935.



D. E. KILGOUR

GEORGEAITKEN

F. G. WHITBREAD

superintendent of Canadian agencies, D. E. Kilgour, secretary of the company, George Aitken, comptroller, and F. G. Whitbread, associate actuary. Mr. Dunfee has been superintendent of eastern Canada agencies since 1940. Mr. Kilgour joined the agency department of the company in 1933 and was ap-

Captain Eustace Brock, secretary of the company since 1927, who has been serving with the Royal Canadian Naval Volunteer Reserve since the outbreak of the war, has recently been transferred to England after occupying a number of important naval posts in Canada.

Executive Committee of A. L. C. Meets Saturday

The executive committee of the American Life Convention will hold a meeting in Chicago Saturday. At that time a definite decision will be reached as to whether the annual meeting will be held. The general opinion is that it will be arranged as usual the first week of October. Many of the ex-presidents will be present at the meeting.

Large Volume Issued on Women

State Mutual Life issued 69% more business to women in March than in March, 1942. The total March increase was 59.5%.

The increase in business on women followed State Mutual's announcement in February of a complete sales portfolio aimed at the women's market. The portfolio includes a program for recruiting women into the agency organization as well as a complete plan for selling insurance to women. Both men and women representatives are using the material successfully.

Of the 181 cases on female lives 108 were on life policies and 73 on endowments.

Porter Into Navy; Hamlin Takes "Field" N. Y. Post

David Porter, associate editor of the "Insurance Field" in its New York office, has been commissioned a lieutenant in the navy, and has been given a leave of absence by the Field for the duration. Succeeding Mr. Porter as New York associate editor will be Winthrop A. Hamlin, who has been on the editorial staff of the "Spectator" where he has served as news editor. Mr. Porter reports for duty in Washington April 23 and Mr. Hamlin takes up his new duties with the Field immediately.

Huge Group Line Placed

A group insurance policy on a contributory basis has been placed providing protection amounting to \$38,000,000 on the lives of thousands of employees of the Cram Shipbuilding Company of Philadelphia.

The negotiations were participated in by executives of shipbuilding company, representatives of Local 42, Industrial Union of Marine & Shipbuilding Workers of America, CIO, and the two insuring companies, Prudential and John Hancock.

Heavy War Loan Subscriptions Made

MILWAUKEE—Northwestern Mutual Life led Wisconsin insurance companies with a purchase of \$45,000,000 of long term Treasury bonds in the second war loan drive, representing nearly half of the Milwaukee county total quota. Other domestic life, fire and casualty companies made purchases aggregating about \$6,000,000. Old Line Life purchased \$1,000,000; Catholic Knights of Wisconsin, \$200,000; National Guardian Life, Madison, \$760,000; Wisconsin Life, Madison, \$175,000; Wisconsin National Life, Oshkosh, \$125,000; Aid Association for Lutherans, Appleton, \$500,000.

Washington National has purchased \$2,800,000 of 2½% Treasury bonds in the war loan drive.

Bankers Life of Des Moines has purchased \$25,700,000 government bonds, making its total purchases of war bonds since Jan. 1 over \$28,000,000 and total investment in U. S. bonds \$103,264,600, or about 35% of assets.

Ohio National Life has purchased \$1,250,000 of war bonds in the current drive. The company now has over \$9,000,000 invested in governments, representing about 15% of its assets.

Peoples Life of Frankfort, Ind., subscribed to \$1,000,000 of government bonds in the new war loan drive. A check, signed by President E. O. Burget is said to be the largest ever written in Clinton county, Ind. In January Peoples

Refugee Sells 1½ Million Bonds in Three Days

Ernest Herzog, an agent of Northwestern National Life, who only three years ago was a refugee from Hitler's persecution in Vienna, set the pace for individual sales of second war bonds in St. Paul by selling nearly \$1,500,000 in the first three days of the drive. Mr. Herzog was a successful business man in Vienna when Hitler invaded his country and he lost everything. He and his wife managed to escape and came to America and St. Paul. His first hand knowledge of conditions across the Atlantic inspired him to go out and do a high class job of selling bonds.

Life bought \$500,000 of government bonds and its total government securities now amount to \$3,386,000.

At the start of the war bond drive, Indianapolis Life invested \$3,000,000 which was over 2% of the quota for the state of Indiana. The company, in 1942, invested over \$4 in government bonds for each dollar in new premiums.

RECORD IN ST. LOUIS

ST. LOUIS—Insurance companies here were among the heavy buyers of war bonds last week. General American Life bought \$2,500,000; Group Hospital Service, Inc., \$388,000; Reliable Life, \$100,000, and Mutual Savings Life, \$350,000.

WE PROUDLY SALUTE the members of these Mutual Benefit

agencies who by superior achievement in 1942 brought honor to themselves and to their Company • The New Hampshire-Vermont agency, William E. Johnson Jr., General Agent, which has won for the third time the President's Plaque—the Company's highest agency honor • And the following agencies which have won the Company's Awards for best all-round performance • Group A—Los Angeles agency, Murrell Brothers, General Agents • Group B—Cleveland agency, F. N. Winkler, C.L.U., General Agent • Group C—Flint agency, H. Bruce Palmer, General Agent • Group D—Columbia agency, Karl Thompson, General Agent

The Mutual Benefit Life

INSURANCE COMPANY • NEWARK, NEW JERSEY

The Employer pays for a fidelity bond whether he has it or not. Without a bond his payments may be irregular, unexpected and large. With a bond they are regular, fixed and small.
The Travelers Indemnity Company, Hartford, Connecticut...

*All types of bonds with
Travelers service.*

Prudential Agents and Employes Get Group Plan

A group hospital and surgical expense reimbursement plan has been made available by Prudential to all its employes and full-time agents, effective June 1. It will be on a contributory basis with Prudential assuming a portion of the cost and calls for 75% enrollment by units.

Participation is voluntary, the announcement by President Franklin D'Oliver states. Benefits include: Hospital benefits (other than maternity) up to \$5 a day reimbursement for room and board up to a limit of 31 times maximum daily benefit for any one period of hospital confinement, and up to \$25 for all other hospital charges; a maternity hospital benefit of up to \$50 reimbursement for room, board and all other hospital charges; surgical benefits up to \$150 reimbursement according to a schedule.

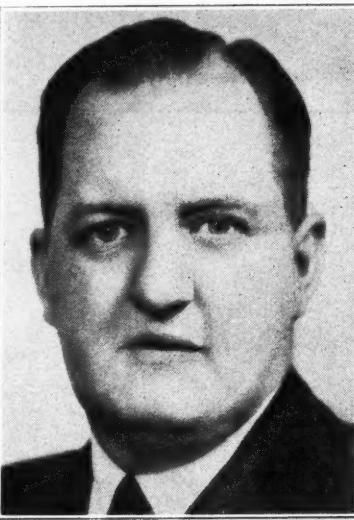
Dependents Also Eligible

Employees and agents who participate will make a monthly contribution of \$1 if they alone are covered, but for \$2.10 monthly may cover self and one dependent, and for \$2.50 monthly, self and two or more dependents. If there are eligible dependents the employee must enroll for them as well as himself and insurance on a dependent terminates at age 18 or upon marriage, or divorce or legal separation in the case of employee's wife. The plan does not provide surgical benefits for dependents.

There is a nine-months waiting period for maternity and obstetrical benefits in all cases except those persons eligible on the effective date of the plan and who become insured on that date or within 31 days thereafter.

No limit is imposed as to the number of times hospital and surgical benefits will be paid, provided hospital confinements or surgical operations are separated by complete recovery or are due to different causes. Benefits will be paid for surgical operation performed either in a hospital, or at home, in a

Heads Special Research Bureau Company Group



R. B. RICHARDSON

R. B. Richardson, president of Western Life of Helena, Mont., was elected the new chairman of the group of Research Bureau companies with from \$50,000,000 to \$150,000,000 insurance in force at the meeting at the Edgewater Beach Hotel in Chicago the other day. R. E. Irish, president of Union Mutual Life, was presented with a handsome lounging robe after having served as chairman for five years.

doctor's office or elsewhere, if by a licensed physician or surgeon.

Benefits will be available for three months following termination of insurance except for failure to make contribution, provided hospital confinement or operation results from total disability which originated prior to and has existed continuously since the insurance terminated, except that maternity and obstetrical benefits will be available for the ensuing nine months.

The coverage is nonoccupational if

Canadian Record Used by Agents of U. S. Companies

Canada's legal reserve life companies are proud of the record that they have made. There has never been a failure of a Canadian legal reserve company. Every obligation to policyholder has been met promptly. This naturally puts the Canadian companies in high fettle and it is quite a talking point when it comes to production. It is found that the agents of some U. S. companies operating in Canada use the Canadian record to strengthen their own appeal. They take the ground that inasmuch as no Canadian company has ever failed to meet its obligations, Canadian laws and regulations as well as examinations must be exacting and mean something. Therefore these agents say that the Canadian government would not permit their companies to operate in the Dominion unless the authorities were satisfied that they would weather all storms.

Arnold Talks on Social Cover

MINNEAPOLIS—O. J. Arnold, president of Northwestern National Life, addressed the Twin Cities Home Office Life Club on "Some Aspects of Social Insurance."

workmen's compensation or similar legislation protects the employee. Hospital benefits are paid from time of entering hospital but not before the insured has been confined there for 18 hours on instructions of a licensed doctor.

Those eligible are all full time employees and agents less than 70 years old and their wives and unmarried children over three months and up to 18 years old. No medical examination is required within the 31-day initial period in which the coverage is offered.

The Florida house is considering a bill to require mutual benefit and assessment associations to maintain a minimum deposit of \$50,000 with the insurance commissioner.

OK's N. Y. Bill Permitting New Group Arrangement

NEW YORK—Governor Dewey has approved the two bills passed to permit the type of industry-wide group life and accident-health plan contemplated by the clothing industry. The plan calls for contributions to be paid into a trust fund, out of which premiums would be paid, the aim being to cover all workers as long as they remained in the industry, whether they might shift from one employer to another or even be out of work during slack periods.

Signs Another Bill

Governor Dewey also approved the bill providing for a standard provision in life policies to the effect that if there are two or more beneficiaries under a life policy the distribution of proceeds must be in equal shares in the absence of a specific direction to the contrary.

N. T. Anderson, Sr., 78, who retired in 1937 as superintendent of agents in the Atlanta branch of Prudential, died there after an illness of several years. Mr. Anderson was 78 years old.



A WEEK OR SO AGO WE VENTURED THE PREDICTION THAT "365 TEACHERS REPORT" WOULD MAKE RECRUITING HISTORY. HAVE YOU SEEN IT? ARE YOU USING IT? REVOLUTIONARY IN CONCEPT, IT HAS GREAT RECRUITING POWER.

I THINK that Lieutenant General Hugh A. Drum has given the final word to the agent who wonders if he should stay in the business and to the prospect who wonders what the agent is doing to win the war.

GENERAL DRUM SAYS: ".... you are doing a splendid job in your work of selling life insurance . . . take pride in the contribution you are making directly and indirectly to the war effort . . . the interests of the nation dictate that you continue to carry on the work . . ."

THE STATEMENT IS SO EFFECTIVE that we have set it up in poster fashion on an 8½ by 11" page punched for the agent's kit book. So used, he is ready to answer the "What are you doing to win the war?" question, not in his own words but in the words of a high officer of our army. If you would like a copy, drop me a line.

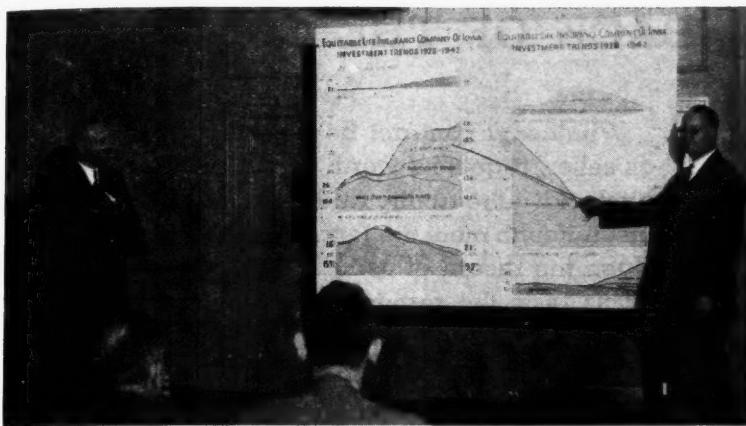
PAUL SPEICHER
Managing Editor
THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

THE SUN LIFE OF CANADA, REPRESENTING OVER ONE MILLION POLICYHOLDERS, HAS INVESTED 280 MILLION DOLLARS IN BONDS OF THE UNITED NATIONS.

SUN LIFE
OF CANADA

April 23, 1943

Show 15-Year Investment Trends



President F. W. Hubbell of Equitable Life of Iowa (right), and R. E. Fuller, agency vice-president, are shown on the platform in Kansas City at the third of eight regional schools being conducted in April. The chart to which Mr. Hub-

bell is pointing portrays the investment trends of the company over 15 year period, and provides the basis for his address, "Our Company Today and Tomorrow," which he is delivering in the school.

Urges Licensing Agent to Represent All Companies

BOSTON — Leon Gilbert Simon, Equitable Society, New York City, came out unreservedly in favor of a licensing law under which states would license agents for all life companies rather than a specific company, in addressing the New England "Victory Sales Congress." Mr. Simon declared that the agent should be free, in the interest of his clients, to place business in any company. He gave credit to Ralph Sanborn of Boston for fathoming the idea of "one license for each agent for all companies," with all companies being obliged to take business from all licensed agents on the same basis.

Mr. Simon brought up the subject, he said, because of his belief that the agent who represents only one company is not serving his policyholders to the greatest advantage and that therefore, life agents must decide whom they are to serve best—the policyholder or the company. He said that the agent who puts the company first gets into the habit of selling that company's policies wherever possible and that if the buyer could be served better by a policy in another company the agent fights the idea.

Should Be Disinterested

The public would be the ultimate beneficiary of such a change in license laws, said Mr. Simon, for it would mean that the company could no longer rely on unthinking allegiance of their producers but would have to offer policies and provisions that would compete for the agent's attention in his role of disinterested adviser to the policyholder, much as a general insurance broker advises an insured in the fire and casualty field, making recommendations after analyzing the insured's situation and the coverages available in the market that would best cover these needs at the right price.

Putting the client first means having an open mind about which company is best for the particular situation he wants to take care of, said Mr. Simon, pointing out that for some purposes one company may be better while for another need another company's contract may be the better buy.

Mr. Simon also talked on the connection between a good general intelligence and good salesmanship. He suggested two books in particular—"The Art of Thinking," by Abbe Dimmet, and "Thinking About Thinking," by Cassius Keyser. He said that the greatest edu-

Accountants Ponder Proposed New Statement Form

NEW YORK—The new convention form statement blank prepared by a committee of the Life Presidents Association and the American Life Convention for consideration by the industry was discussed by the New York Insurance Accountants Club. The blank involves a change in presentation rather than a change in substance and follows modern commercial accounting practices. Figures would be prepared on a revenue basis rather than the present cash basis and work sheets are supplied to transfer the information required from a cash to a revenue basis. It abandons the non-admitted and non-ledger asset items. Copies of the blank have been sent to all of the state departments and all life companies and the desire is to obtain reactions to the blank under actual working conditions.

Members of the committee who were present to answer questions were: C. O. Shepherd, Travelers; B. E. Shepherd, Life Presidents Association; L. R. Menagh, Prudential; R. J. Jacobson and C. A. Herschel, Colonial Life, were co-chairmen of the meeting. There will be further discussion on the blank at the next meeting of the club either May 20 or 27, at which S. E. Walker and C. H. Yardley of Penn Mutual will preside.

Drop Kirk Cup Contest

Equitable Life of Iowa has discontinued for the duration the Kirk Memorial Cup essay contest which has been an annual event for 29 years. It feels that the time required to participate may be better devoted to war activities.

The Kirk cup was presented to the company as a memorial to Cyrus Kirk, fifth president of the company, by members of his family.

C. Milton Sherman, general agent in Toledo, has just completed 20 years of service with Connecticut Mutual Life.

cation comes not from colleges or universities but through one's own efforts. He quoted Glenn Frank as saying there is no such thing as an educated man, for the process of education is continuous. He compared a program of reading for educational broadening with a prospecting program, saying that at the beginning of the year he listed certain books he planned to read during 1943 and then checked them off as he read them.

The FIELD UNDERWRITER IS IMPORTANT *because ...*

By
George E. Lackey, C. L. U.
President,
American Society of
Chartered Life Underwriters



One of a series of statements by national leaders

... He has, during the past century, built an institution which today rests on a pillar of 133 billion dollars of insurance in force in America—133 billion dollars of security for men and women and their families.

... Daily death claims and benefits paid to living policy-holders, are wearing down this pillar constantly. The challenge to the Field is not just to sell another 133 billions during the next century, but rather, to hold up this pillar, to maintain at least 133 billions of insurance IN FORCE IN AMERICA.

... Life insurance is seldom voluntarily bought—the endless job of SELLING must be carried on. There is no one to do this job except the Field Underwriter, a job which can so well be termed "financial missionary work."

... Other insurance dollars—pillars of assets and of premiums stand beside the pillar of "insurance in force", and do multiple good throughout our social and economic structure: They replace earning power of individuals. They stabilize inflationary trends by siphoning off current dollars for future delivery. They furnish capital for public utilities, transportation, and all the other enterprises which provide for us and our children the comforts, conveniences, and necessities of daily life!

... The Field Underwriter with a professional concept of his business is as important in the financial field as is the doctor, attorney or minister in medicine, law and religion. The American College of Life Underwriters through its study course and in cooperation with 94 Colleges and Universities is making it possible for Field Underwriters to reach this objective, while the five C.L.U. examinations are the measure of our "internship" and do not represent ultimate success. The American public of tomorrow will recognize more than it does today the importance of the Field Underwriter in the acquisition and servicing of life insurance estates.

... Field men and women, I salute you! Forward, march!

This space has been offered to leaders in the life insurance fraternity in the interest of properly appraising the value of field underwriting in wartime America. It is hoped that this series will prove beneficial to Field Underwriters of this and all companies. Reprints will be gladly furnished on request.

HOME LIFE INSURANCE CO., NEW YORK, N. Y.
Ethelbert Ide Low, Chairman of the Board James A. Fulton, President
William P. Worthington, Vice President and Superintendent of Agencies

Metropolitan Life Solves Wartime Recruiting Problem

NEW YORK—Through an intensive educational program among its managers, Metropolitan Life has been able to solve recruiting difficulties and reduce the number of open debits. Managers have been shown that they must organize recruiting activities, cultivate centers of influence who will recommend prospective agents, and that the era of men coming in the office looking for jobs is over.

In 1940, the number of open debits averaged around 80. In 1941, open debits increased rapidly, reaching a peak of over 500 last fall. Since the recruiting program was instituted in November, the trend has been reversed and the figure is now well below 400.

Booklet Aids Recruiting

An impressive recruiting aid, "A Business for the Individual Who Looks Ahead," has been prepared, pointing out the advantages of life time agency work. The recruiting portfolio is complete, even including a special notebook for the manager to use for recording names of prospective agents and facts about them and centers of influence. There are 273 occupational sources of prospective agents, grouped under the following headings: house-to-house salesmen, route salesmen, retail store salesmen, specialty or equipment salesmen, wholesale salesmen, investment salesmen, small business proprietors, managers and department heads, office personnel and others. Following this is a guide suggesting personal sources of prospective agents and centers of influence grouped as "people you know" and "people you can get to know" and other sources.

Various Questions Answered

Questions are answered on where to find prospective agents, how to find prospective agents, how to qualify and sell prospective agents and how to organize recruiting effort. The qualification chart covers the prospective applicant's military and occupational status, his need for an agent's job, personal history, personal traits, mental attitude, etc. There are also suggested advertisements for recruiting both men and women.

There are several forms to use in recruiting agents, reports on applicant by the manager, a form letter to be sent to former employees, and a form letter sent to personal references.

Special forms are provided for recruiting women agents, including a special applicants "acquaintance" form, outline for manager's interview with women agency applicants, and a calculation form to give the applicant a short aptitude test.

Book For Prospective Agents

An illustrated book used to sell prospective agents and centers of influence on the desirability of a position with Metropolitan states that the average income of agents in 1942 was \$3,256 and in 1941, \$2,933. In 1941, 2,789 field men earned between \$2,000 and \$2,500; 6,140 between \$2,500 and \$3,000; 4,640 between \$3,000 and \$3,500 and 2,568 \$3,500 or more.

Metropolitan is having good experience with women agents and at present there are between 70 and 80 in active service. They are trained in classes with men and the training throughout is the same as that given men. However, it is found that because of the lack of business experience in most cases, 25% more initial training is required.

Selection standards have not been relaxed in recruiting. In those districts where the manpower shortage was most acute, supervisors are sent to help managers organize recruiting activities.

Merge 4 Mutual Life Units Into Big Phila. Agency

The two Philadelphia agencies of Mutual Life, the Philadelphia Clearing House and its agency office at Wilmington, Del., are being merged.

This will produce one of the company's largest agencies, with a total of more than 100 millions of insurance in force and over 30 thousand policyholders. A. F. Haas, assistant to the vice-president and manager of agencies at the home office will become the manager.

The company will announce shortly the leasing of new and enlarged quarters in Philadelphia. A subsidiary office will be maintained in Wilmington.

Components of the Merger

The offices included in the merger are the Leonard agency and the McMillin agency, both of Philadelphia, and the Huber agency of Wilmington. J. Frank Leonard becomes assistant to Mr. Haas and will devote his time primarily to the Philadelphia end. Edwin C. Huber also will assist Mr. Haas in general management, with emphasis on the Wilmington territory. Frank B. Jackson, who since last December has served as acting manager of the McMillin agency will return to his permanent post as supervisor of the salary savings plan at the home office.

F. D. Stokes, superintendent of the Philadelphia Clearing House, is retiring after 46 years of service under the regular retirement plan. Russell G. Williams, who has been cashier of the Leonard agency since 1940, has been appointed cashier of the combined agencies.

Mr. Haas is a C.L.U. He joined Mutual Life in Baltimore agency in 1925, after attending Johns Hopkins University. He was made agency organizer at Baltimore in 1928 and in 1933 was appointed manager at Pittsburgh, where he built one of the most successful agency offices. He served seven years as a director of the Pittsburgh Life Underwriters Association and is also a past president of the Pittsburgh C.L.U. In 1941 he was appointed assistant to the vice-president and manager of agencies.

Three Connecticut General Agencies Are Recognized

Three agencies of Connecticut General Life earned certificates of achievement for outstanding performance in 1942, the Baltimore agency, John V. Breisky, manager; the 225 Broadway, New York City agency, Russell E. Larkin, manager, and the home office agency, Frank O. H. Williams, manager.

Selection is based on paid life, accident, health and group premiums, new and old organization volume and comparative gain over the preceding year.

F. Hobert Haviland, vice-president, presented the first certificate to the home office agency at a luncheon in Hartford. This is the third year that the agency under Mr. Williams has won the award. At a dinner in Baltimore Mr. Haviland presented a certificate to Mr. Breisky, who has been manager there four years. A certificate of achievement will be awarded to Mr. Larkin at an agency party in June. This is the third time the Broadway office, under Mr. Larkin's direction, has won the award.

BACK OF THE CONTRACT

Whether a contract be made as buyer or as seller, it gets its worth from the institution back of it—the ability and willingness of that institution to meet the terms of the agreement. Upon the record of its faithfulness to its contracts rests the reputation of any company.

Fidelity's favorable reputation has been gained by over sixty-four years of friendly and fair relations with policyholders and agents alike. The value of its contracts are recognized by policyholders and agents alike in thirty-six states.

A copy of "The Company Back of the Contract" will gladly be sent to anyone interested.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY PHILADELPHIA

E. A. Roberts, President

United Life and Accident Insurance Company Concord, N. H.

Representatives

have something unusual to sell. Ask the man who owns a United Life and Accident Insurance contract which contains:

1. Life Insurance
2. Double Indemnity
3. Triple Indemnity
4. Non-cancellable Accident Insurance
5. Waiver of Premium

Territory Available for New General Agencies in Pennsylvania and Delaware

Write

**WILLIAM D. HALLER
Vice President and Agency Manager**

April 23, 1943

LIFE INSURANCE EDITION

11

Cortright Resigns Louisville Post

L. C. Cortright has resigned as vice-president, actuary and director of Kentucky Home Mutual Life of Louisville,



L. C. CORTRIGHT

a position in which he has served for the past seven years.

A native of Michigan and a graduate of the University of Michigan, where he specialized in actuarial mathematics and insurance, Mr. Cortright has had a 25 year life insurance career covering service in all executive branches of the business.

Long associated intimately with the actuarial fraternity, Mr. Cortright gained his early experience with American National Life and Frank J. Haight, consulting actuary. For many years he was actuary and assistant secretary of Old Line Life of Milwaukee, later becoming executive secretary of Acacia Mutual Life. He resigned in 1926 to become vice-president and actuary of Occidental Life of Raleigh, N.C. He joined the Kentucky Home Mutual Life Insurance Company in 1936, shortly after the mutualization of that company.

Director Jones of Illinois Supports Free Enterprise

Life insurance is the only great free enterprise which so far has not fallen under government regulation. Insurance Director Jones of Illinois declared at a dinner in Peoria, Ill., which was held to honor J. W. Ross, former agent Mutual Benefit Life, and C. C. Luce, former manager Retail Credit, both of Peoria. The Peoria Association of Life Underwriters was host. Director Jones said it was up to the men in the profession to maintain it at such a high standard that it is worthy of remaining free and that its part of the American way of life to maintain it as a bulwark of free enterprise.

"In this approaching era of confusion in government which will follow the war, the forces of common sense must stand their ground against the onslaught of socialistic planners and the weight of false doctrines," he concluded.

Mr. Ross has just become examiner in the policy branch of the insurance department and Mr. Luce has been transferred by his company to Indianapolis.

L. O. Schriver, general agent Aetna Life, speaking for the life fraternity, urged a new appreciation of the life insurance business and stressed that the insurance man's attitude toward it and his behavior will determine the future of the institution. L. R. Sams, Chicago, district manager Retail Credit, said that February brought the largest increase, 3%, in the life insurance business since January, 1942, and the trend in life insurance and pension trust business is up.

Other insurance department representatives present were N. P. Parkinson, chief deputy; R. H. Haffner, actuary, who has just resigned; E. F. Barnes, fraternal supervisor, and M. E. Burks, supervisor policy examination branch.

Four men were appointed on the Peoria association nominating committee, James Clark, F. E. Cavette, Harry La Hood and A. E. Warren, which will select a slate to be voted on at the annual meeting in June.

J. H. Reno, president Peoria association, opened the meeting, and O. H. Naffziger was chairman.

Fete M. A. Hyde at 25 Year Mark

Maurice A. Hyde, vice-president and secretary of Security Mutual Life of Nebraska, was guest of honor at a breakfast given by his associates in celebration of the completion of 25 years of service with the company. President Sick presided over the ceremonies that followed, which consisted of the presentation by Agency Manager Ed Frerichs of letters from the agency force, a fountain pen presented by Len Davis on behalf of those present, and by the presentation of a 25-year service pin.

Secretary and Treasurer T. C. Knapp of Philadelphia Life has been appointed a member of the executive committee of the company.

How New World Life Worked Out of Wartime Dilemma

New World Life of Seattle purchased the Alaska building there in March of last year and intended to use the three upper floors as home office quarters. After nearly completing the work necessary to adjust the floors to its wants and purpose the War Production Board issued an order prohibiting any further work during the duration. Hence New World Life renewed its lease in its present quarters for two years or the duration.

Gets Good Gross Income

It intends, however, to move into the Alaska building when the war ends. R. L. McGinnis, comptroller and assistant treasurer, contributes an article to "Realty & Rental Register," issued by the Henry Broderick Company, a leading real estate firm in Seattle, telling about its efficient effort to lease not only the three upper floors but approximately 50% of the space in the Alaska building to the coast guard. The building is now occupied 100%. New World

Mrs. M. A. Wyatt Named by U. S. Life in Va.

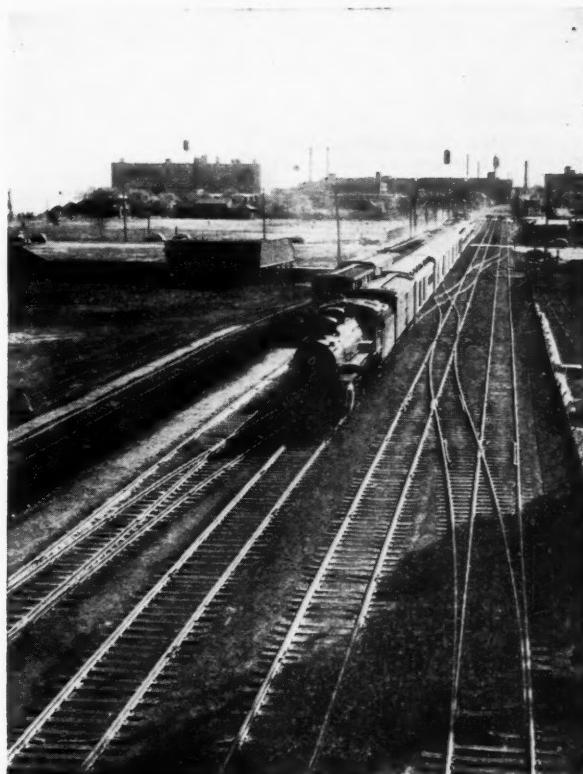
NEW YORK—For the first time in its history, United States Life has appointed a woman, Mrs. Margaret A. Wyatt, as general agent, who will be in charge of its new office at Arlington, Va., to develop life, accident and health and hospital expense business. Mrs. Wyatt has had a long acquaintance with the business through her husband, who is general agent for Pilot Life at Arlington.

Aids D. of C. Agents

Entry of United States Life into Virginia is the result of the large volume of business which is being done by its office in Washington, opened in 1937. Last fall new and larger quarters were opened for that office. The Arlington office is expected to be of great service to agents of the District of Columbia office living in Virginia. Headquarters have been opened at 3115 Wilson boulevard.

Life is receiving a rental which gives it a gross income more than the building has earned for the last 15 years.

On The Right Track -- Always



The Lincoln National Life "Sales-Kit" system keeps sales efforts on the track.

Each kit contains market analyses, prospecting hints, sales talks, direct mail, and approaches. These kits cover a wide variety of

subjects including Business Insurance, Educational Insurance, Mortgage Redemption Insurance, insurance for women, Low Cost Insurance, and many others.

They help LNL men sell with maximum efficiency.

THE LINCOLN NATIONAL LIFE

INSURANCE

Fort Wayne



COMPANY

Indiana

Geared To Help Its Fieldmen

Romance of National L. & A. Is Told

(CONTINUED FROM PAGE 3)

National L. & A. as a "business romance." With two members of the founding group still active in its management, National L. & A. reached the one billion dollar mark in 41 years. He recalled that in 1901 his attention was directed to a small assessment company in Nashville known as National Sick & Accident Association whose president and principal owner had just been killed in an accident. It had but \$15,000 in assets. Mr. Craig, W. R. Wills, whom Mr. Craig had succeeded in the Tennessee insurance department, his brother E. B. Craig, T. J. Tyne, R. E. Fort and N. H. White became interested. This group was not interested in possessing the assets of the company but they believed that the plan on which it was operating—life, health and accident on a weekly premium basis—offered opportunities. The south at that time, he declared, had no worthy life insurance companies. There had been many unsuccessful ventures. There were a few small assessment companies in the field. However, this group was not deterred by the record. They believed that success could be wrought by honest and capable management. They purchased the company at public auction and immediately set out to pitch its business on the highest possible plane.

At that time companies were raiding the agency plants of one another and took the other company's business along with the agent.

Fair to Competitors

The owners of National Life & Accident adopted the policy of taking no agent nor the business of any competing company. In other words they established the policy of fair treatment of competitors as well as policyholders and beneficiaries.

The old company, he recalled, had but four or five men at the home office but one of those men turned out to be the greatest asset. He was C. R. Clements, who is now president of National L. & A. He was aware of the abuses in the field and he was eager to correct them. The policies were too limited in benefits and too restricted in conditions. National L. & A. set about to improve the contracts. Restrictions were gradually modified. Some of the innovations were questioned by others in the business who felt that the new group was inexperienced but National L. & A. began to be accepted. Each increase in liberality was made retroactive.

A claim rule in disability insurance was set up that has been adhered to throughout the years. It is to pay all just claims promptly and pleasantly, to reject unjust claims pleasantly but firmly and where there is doubt to give the policyholder the benefit. In 1942, 594,348 claims were filed. Of these only .03% went to litigation.

Growth of Assets

The assets had climbed to \$535,000 by 1910, \$5,834,000 in 1920; \$29,564,000 in 1930; \$42,771,528 in 1935; \$83,468,930 in 1940 and \$111,461,864 in 1942. Insurance in force grew in this way: 1902, \$1,063,560; 1912, \$12,000,000; 1922, \$103,000,000; 1932, \$308,000,000; 1937, \$599,810,000, at the end of 1942, \$989,496,802. National L. & A. now has 600 office employees, 4,000 agents and 135 managers. There are 600 National men in the armed forces.

The life insurance record of National L. & A. is even more impressive than Mr. Craig indicated because it was not until 1920 that it started to transact a regular life business. Until that time it had been an industrial accident and health company with 20% of the premium used to pay for a death benefit. The record was attained without reinsurance any other company.

Mr. Craig remarked that there is a group of younger men in the company that is equipped to take command and carry on to even greater heights. He declared that there had never been any

quarrels among the officials. All went on the theory that any difference could be composed by rational discussion.

At the outset, Mr. Craig commented upon the contribution to the war effort that is made by the field men. National L. & A. has bought \$18,500,000 of government bonds. The money to buy those bonds comes from individuals who would be unable to contribute except in exceedingly small amounts. These small units are collected by agents and sent to the home office which is then able to make a substantial contribution to financing the war.

Lessening the Hazards

Business must go on, he declared, and the life insurance business must go on. After the war there will be a period of sorrow and heartache due mainly to unemployment. However, that tragedy will be greater if those that are now able to protect themselves fail to do so. The agent can greatly lessen the hazards that follow the war. The life insurance producer can have a part in making conditions better, if he will exert himself to improve those conditions rather than being preoccupied with them and worrying about them. There is more money today than ever in history and it is more widely distributed so the agent has the occasion for the highest degree of service and at the most opportune time.

Regional meetings have already been held at Los Angeles, Kansas City, Dallas, Chicago and Cincinnati. The final meeting is to be held at Biloxi, Miss. At Chicago Mr. Craig made his talk at a luncheon the first day. Following the talk he presented service pins. One of those to be so honored was A. N. Anderson of Hopkinsville, Ky., a 30-year veteran. A guest at that luncheon was Byron Kanaley, Chicago loan correspondent. The home office contingent

in addition to Mr. Craig included E. W. Craig and E. B. Stevenson, executive vice-presidents; O. J. Davis, secretary; E. L. Stritch, vice-president; Powell Stamper, advertising manager, and Percy Craig.

J. C. Lamar, manager of a south side district in Chicago, was being congratulated on all sides, as he had made a remarkable record of industrial increase during the first quarter of this year. His increase was \$1,025 which comes close to being the best record ever made for National L. & A. in any quarter.

Mr. Stritch while in Chicago spent an evening with his brother, Archbishop S. A. Stritch of Chicago.

Lutheran Mutual Held for Tax

MADISON, WIS.—Lutheran Mutual Life, formerly Lutheran Mutual Aid Society, which became an old-line life company Jan. 1, 1938, is subject to the Wisconsin annual license fee of 2% on gross premiums of out of state life companies, the Wisconsin supreme court held. It ceased issuing new fraternal benefit certificates after changing its structure but protested the fee demanded by the Wisconsin department for doing business in 1939 and 1940, based on payment for all policies, including fraternal. Fraternals insuring lives of their own members are exempt from the tax under the statutes. Lutheran Mutual paid the tax under protest and appealed to the courts.

Mutual, N. Y., Raises Acceptance

Mutual Life of New York has liberalized the amount of annual premium it will accept from a single source on pension trusts. The limit has been \$25,000 a year, of which not more than 20 percent may be on retirement forms. The company will now take as much as \$50,000 provided not more than 15% is retirement insurance and up to \$75,000 if not more than 10% is retirement insurance.

RAINBOW'S END

On December 13, 1941, a railroad engineer signed an application for \$5,000 life insurance in the Bankers Life Company. He was 39 years of age, married, with six children, a railroad man for 18 years.

When the agent went to deliver the policy he had to have it reduced to \$3,000, because the applicant thought that was all he could pay for. The difference in premiums was \$23.48 per quarter. Five quarterly premium payments of \$35.22 each (a total of \$176.10) were made.

Early on the morning of March 21, 1943, the engine which he was operating and another engine side-swiped in a railroad yard. The insured's engine was overturned; he was crushed in the wreckage and burned with escaping steam. Death ensued.

The widow, and beneficiary, was stunned. Her husband had never been sick a day in his life. He had never had an injury before. The family had lived within its income. Yet it had been impossible to lay aside much money. There had been constant expenses.

The Bankers Life agent who had written the original \$5,000 app and delivered the \$3,000 policy immediately called upon the widow and promptly arranged settlement of the policy.

She received a cash payment of \$296.10, covering burial expenses, and on the 21st day of each and every month, for a period of 224 months, she or the children who survive her will receive a check for \$29.64; a total of \$6,639.36.

On December 13, 1961, the further sum of \$2,986.69 will be paid to the lawful heirs.

Upon that \$3,000 policy, upon which five quarterly premium payments totalling \$176.10 had been paid, the Bankers Life Company will then have paid \$9,922.54.

The returns to the beneficiaries will have been 5535 per cent of the original investment.

But far beyond mere percentages are the protection and sustenance and welfare of a family over a period of 20 years from the time that the husband and father took out that policy with the Bankers Life Company of Des Moines. Truly a Rainbow's End.

BANKERS LIFE
the Double Duty Dollar Company
see inside



HIGHLIGHTS OF PROGRESS

(As of December 31, 1942)

Resources

Home Office			Securities on deposit with the State of Montana for the benefit of policyowners as required by law total \$15,023,573.41 or \$811,630. 29 in excess of the legal reserve.
Building	\$ 1.00		
Government Bonds ...	3,655,243.25		
Other Bonds	3,539,153.25		
Stocks	1,691,120.42		
First Mortgage Loans..	4,999,204.12		
Real Estate	13.00		
Balance Due on Real Estate	332,382.37		
(Being paid by installments)			
Loans to Policyowners	2,403,206.17		
Cash, interest earned			
all other items.....	960,146.48		
Total Resources	\$17,580,470.06		
For each \$100 of obligations, the Western Life has \$117.36 in resources.			

SURPLUS TO POLICY OWNERS \$2,600,000
INSURANCE IN FORCE \$61,778,715

WESTERN LIFE
INSURANCE COMPANY
HELENA, MONTANA

R. B. Richardson
President

Founded 1910

Lee Cannon
Agency Vice President

March Sales Show 13.7% Gain

(CONTINUED FROM PAGE 1)

35% increase in March over February. April will undoubtedly show a magnificent increase over the same month a year ago. Many companies report that they did as much business the first two weeks of April as they did during the entire month last year. THE NATIONAL UNDERWRITER which has been receiving only a very few reports of companies or agencies indicating a gain in new business, now is getting such reports from all over the country in every mail.

Today's production is not fire sale business. There is no war clause incentive, no rate change buying except in the case of a few companies, no getting in under the wire on some contract that is to be discontinued. There is an absence of rate competition. Money is more plentiful than it has been, there are fewer goods to buy, taxes are much higher but after the income tax reports were made out and the payments made, people found that they were not strapped after all. In retrospect many feel that the great sale of life insurance late in 1941 and the first month or two of 1942 because of the war clause situation amounted virtually to selling a normal year's business within a period of a few weeks. The normal flow of purchases was interrupted and time was required to get the sales back to a more natural rhythm. On all hands optimism as to the sales outlook is prevalent. Agents, general agents and companies are buoyant these days. The atmosphere of the business has completely changed.

Has App a Week for 24 Years

Ben Bloch, veteran Peoria, Ill., agent of Equitable Life of Iowa, has rounded out 24 years of uninterrupted application a week production.

Ever since the company's One-a-Week Club was formed in 1918 Mr. Bloch has submitted at least one application and for one period of nearly two years a minimum of four applications each week. His record actually extends to 26 years, as he produced weekly for 125 weeks prior to the founding of the club.

Soldiers' Service Bureau Nationwide

(CONTINUED FROM PAGE 1)

these officers have so many other duties that they do not have much time to deal with personal financial problems.

Some of the more important life insurance problems facing men in the army are the correct procedure in

HOME OFFICE OPPORTUNITY

Company operating nationally now entering Group field has Home Office position for man with experience in Group field work.

In reply give age; family status; education; experience in Group, Salary Savings and Ordinary selling; Home Office experience (if any); Selective Service Classification and other pertinent information.

Address Box R-69

The National Underwriter
175 W. Jackson Blvd., Chicago, Ill.

EXCEPTIONAL PRESENT
AND FUTURE OPPORTUNITY
FOR RIGHT MAN

LIFE INSURANCE EDITION

auditor, enters the group department agency division.

Buryl Blevens, home office general agent, has been transferred to San Francisco as manager. Herbert A. Sloan, San Francisco manager, goes to Indianapolis as general agent for Indiana, succeeding W. J. Granberry, who has resigned and returned to his home state of Mississippi.

Mr. DeVries joined the company in connection with the conservation program inaugurated in 1933, and on completion of that program entered the agency department. He was elected assistant vice-president in 1936, vice-president in 1937 and vice-president and controller in 1939. He is a native of Iowa, a graduate in law from Drake University, spent two years in life insurance, then was with the General Motors Acceptance Corporation for a time, returning to life insurance in 1930.

Mr. Dobson is a native of New Brunswick, and was with the Canadian National Railroad in the auditing department. He went to California in 1920 and in 1935 joined Occidental Life as auditor. Mr. Wiseman is a native of Los Angeles, and was in the banking business before joining Occidental in 1937.

Mr. Blevens had experience in the field and was general agent of Occidental in San Diego before going to the home office general agency. Mr. Sloan is a native of Indiana, and in returning to Indianapolis goes back to his old home. He was an agent for one of the large industrial companies before joining Occidental.

Loses Position on Calendar

LINCOLN, NEB.—The Guertin bill, altered to fit Nebraska conditions, has lost its place near the head of the legislative calendar because of the appointment of a sifting committee that has power to lift any of the 162 bills on general file and submit them for consideration. C. Petrus Peterson, who has been sponsoring the bill, is of the opinion that it will be passed in due time because of the disposition of the membership to stay on the job until it is finished regardless of the fact that it may prolong the session until June.

Mortgages Showed Increase in 1942 in Company Assets

On the first of the year the U. S. life companies owned mortgages on real estate amounting to \$6,700,000,000, according to the Institute of Life Insurance. This represented an increase of \$270,000,000 as compared with holdings Jan. 1, 1942, and was the largest total holdings reported for any year since 1933. Mortgages now constitute 19.3 percent of the total life insurance assets.

New mortgages purchased by life companies last year totaled \$800,000,000, which was \$90,000,000 less than in the preceding year, but \$40,000,000 more than in 1940. Of the new purchases there were \$90,000,000 farm mortgages as compared with \$100,000,000 in 1941, and \$710,000,000 other mortgages as compared with \$790,000,000 in 1941. The big increase, therefore, in mortgage investments was in those on houses, factories and improved city real estate.

Real Estate Holdings

Real estate holdings of life companies which include home office buildings, other properties needed in the business, and housing developments as well as foreclosed real estate, amounted to \$1,720,000,000 at the beginning of this year. This was 4.9% of the total life insurance assets and represented a decrease of \$150,000,000 during 1942 and \$340,000,000 in the last two years. This improvement, the Institute says, reflects the improved real estate situation which has permitted the extensive sales of foreclosed properties by the life companies.

Theiss Addresses Ad Men

A. W. Theiss, advertising manager of Ohio National, has been addressing advertisers' clubs in numerous cities. He spoke at Peoria Monday and in Indianapolis Thursday, the subject of both addresses being "Sales Promotion Can and Does Do a Job During Wartime."

★ ★ ★ ★ ★
YOU ARE *Free* TO KNOW

The Midland Mutual will accept business from outside agents on the low-premium Mortgage Protection plan; issued for 10-20 years with commuted value paid at death instead of monthly income.

★ ★ ★ ★ ★
We solicit your inquiry



The Midland Mutual Life Insurance Co.

580 E. BROAD STREET COLUMBUS, OHIO



Somewhere a boy lies dreaming...

about the day he left home . . .

Good-bye, Mom. Now . . . none of that stuff!
So long, Dad. I . . . You . . . We . . . So long, Dad.
Bye, Jennie-girl. Don't grow up too much!
And good old Spunk! Blue ribbons to you, boy!
. . . Well . . . I'll be seein' ya!



about the home he left . . .



Wonder what Mom an' Dad are doin' tonight? Wonder if Jennie's got a date with Jim—or has Jim gone, too? Wonder if Spunk still lies there under the lilac bush waitin' for me to come home? 'Spose Mom's got my room so tidied-up I'll never be able to find anything! Wonder who'll spade the garden this

spring? Gee, it was a pretty garden. An' I can see Dad gettin' out the screens . . . an' hear the bus go by the house . . . an' smell Mom's cookin'! . . . Home! . . . Gosh, I used to take it so for granted. When I get back I'm goin' to sit on the porch for two solid years! . . . Home! . . . Oh, boy . . .

about the home he's coming back to . . .

Hey, Mom! Oh — it's so swell to see you!
And, Dad! Lookin' younger every year!
Why, Jennie-girl! You're a young woman!
Spunk, old boy! Nuthin' ever happens to you an' me!
HOME! An' I'm back! An' it's all here—just as I left it!



THEY GO AWAY . . . grinning . . . leaving all the love in your body pushed up into your throat. And no matter what the days may bring — the nights bring dreams of h-o-m-e . . . the swellest place on earth to a boy in uniform.

Part of our job is to fix things so that h-o-m-e will always be *home* to him, to his mother, to his sister . . . and to you . . . come what may. A lot of this fixing you can tend to yourself by saving fuel and food . . . by working harder and smiling more no matter what sacrifices are asked

. . . by regular purchases of War Bonds and Stamps. Some of it your life insurance agent can take care of as no other person can. No matter — just fix it — so that the dreams of your boy, and the boy next door, will come true.

1857  1943

The Northwestern Mutual
LIFE INSURANCE COMPANY MILWAUKEE

THROUGH THESE TIMELY NATIONAL MAGAZINE ADVERTISEMENTS
WIDEN THE PUBLIC'S UNDERSTANDING OF THE VITAL AND

T They aren't the only ones living in trunks!

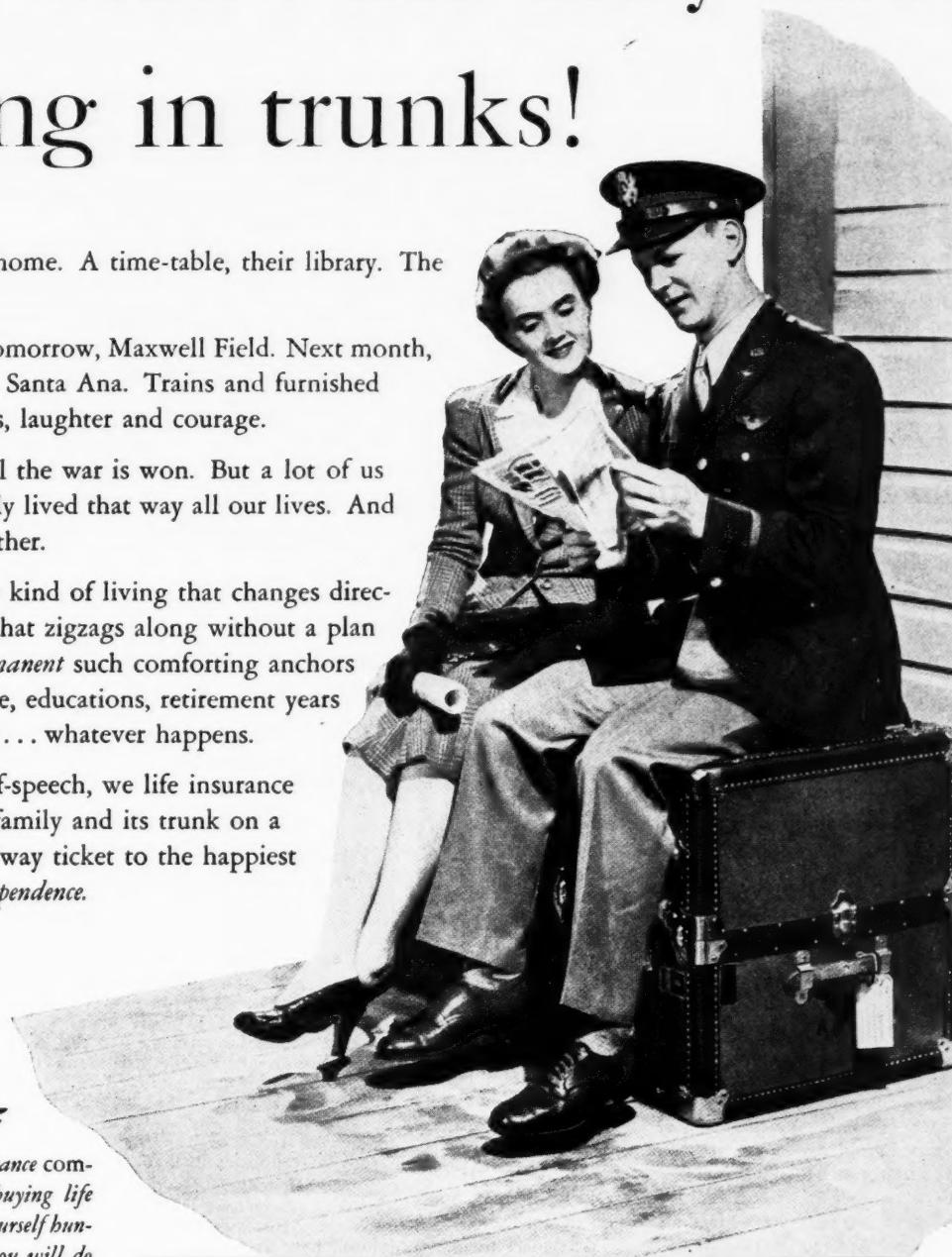
A TRUNK is their home. A time-table, their library. The present, their dream.

Today, San Antonio. Tomorrow, Maxwell Field. Next month, Dayton. Next summer, Santa Ana. Trains and furnished rooms, cinders and stars, laughter and courage.

They'll live that way till the war is won. But a lot of us at home have figuratively lived that way all our lives. And with no good reason either.

Living in a trunk is any kind of living that changes direction too frequently . . . that zigzags along without a plan that makes *sure* and *permanent* such comforting anchors as a mortgage-free home, educations, retirement years . . . *the things that matter* . . . whatever happens.

To use another figure-of-speech, we life insurance men have sent many a family and its trunk on a last trip . . . with a one-way ticket to the happiest place in the world: *independence*.



Don't forget -

that the difference between insurance companies is significant. When buying life insurance, you may well save yourself hundreds of premium dollars, if you will do these two things: (1) listen carefully to the Northwestern Mutual agent's full story of a wonderful dividend record, and (2) check with any of our policyholders, for they can tell you, better than we can, why no company excels Northwestern Mutual in that happiest of all business relationships . . . old customers coming back for more.

The Northwestern Mutual Life Insurance Company

MILWAUKEE



WISCONSIN

1857-1943

ADVERTISES (IN COLOR) THE NORTHWESTERN MUTUAL IS HELPING TO
DO THE ESSENTIAL WORK OF THE AMERICAN LIFE INSURANCE AGENT.

EDITORIAL COMMENT

Argument Against National Overinsurance

Though insurance men are in a better position than anyone else to spot the flaws in crackpot schemes designed to use the law of averages as the remedy for anything and everything, they sometimes feel that they may be looked upon as special pleaders when all they are trying to do is to give an unbiased opinion. Hence it is interesting to see what an entirely unrelated line of business thinks of the proposals for bringing about universal happiness through social security legislation.

An advertisement of the McGraw-Hill Publishing Company states that "when business men holler about social planning it is not because they begrudge the suckling babes their vitamins, nor the old men their store teeth, but because they know that industrial progress—not abstract planning—is the source of all good living. No social plan is stronger than the industry which supports it.

Anything else just kids the public."

No sensible insurance man would want to see any of his insured load up so enthusiastically with all types of coverages as to go bankrupt trying to pay all the premiums. With individual policyholders, of course, the danger of underinsuring is much greater than over-insuring and becoming insurance poor. Yet because the people are easily influenced toward what sounds good if they don't readily see the tremendous cost, there is considerable danger that the nation as a whole may go in for a type of overinsurance that few individual citizens would ever be guilty of.

McGraw-Hill's advertisement supplies a good argument from a source clear outside the insurance business against the fallacy of the nation's getting bogged down with an overinsurance scheme that couldn't be got rid of by asking an agent for cancellation.

Departing from Seniority Plan

An encouraging sign of the times in life insurance company management is a breaking away from the seniority rule in selecting management personnel. A long period of training is always desirable for those who take responsible positions and the tradition of having a man start in some subordinate place and through regular gradation take on increased responsibility until he reaches the top has its merits and advantages. It ought to be a rule that always there are men coming up through the ranks, taking the steps upward necessary to reach the top, but like any other rule, it should never be so rigidly applied that a man may not skip several grades when there is a call for a man with unusual ability and power.

More than ever before life insurance companies need executive talent which is ready to do some experimenting. It is seldom possible to get this talent from men who have been steeped for years in a negative attitude toward change. The closer to the top the man who has risen step by step may be, the more likely it is that he cannot mentally encompass, much less execute, anything which means a radical departure from the past.

The most insistent note in advice to agents today is that they shall be quickly responsive to changed conditions and adapt themselves to new selling requirements. The advice is sound for the entire personnel of the business, both inside and outside the home offices.

General Counsel as Presidents

A number of companies now have lawyers as presidents. More companies seem to be leaning in that direction. There are so many complicated problems in life insurance these days that a man's legal training appeals to a number of boards of directors. Owing to the fact that the general counsel has become far more important in a life company's operations some have seen the necessity of bringing him out of isolation and putting him more to the front.

These companies are insisting that their general counsel become more

familiar with every department of the company including the agency end. Life insurance salesmen look on the general counsel as one who, locked in his own office is dealing with problems that have virtually little effect on field work. Some have given a place on the insurance committee to the general counsel thus getting him in touch with production. They learn the problems confronting the producers. They thus come in closer touch with the outside. The lawyer learns to think in a methodical way. He is trained to do his thinking scientifically and con-

secutively. He always keeps his eye on the objective. He is a valuable man to any company.

We agree that it would be a good plan for companies to get their legal men in closer touch with the agents and other departments. Not only would the field men themselves be benefited but the lawyers would gain much by it and altogether it would have a broadening effect.

As an example of how attorney presidents are getting in closer touch with field work it might be mentioned that

the new president of the Mutual Trust Life of Chicago, Raymond D. Olson, general counsel, has not only been on the agency committee for some time but he is no stranger to the field. He has gone out with the agency men, gotten in touch with Mutual Trust agents and furthermore he has conversed with attorneys in some of the smaller cities and towns making them centers of influence. It would seem, therefore, that the attorney presidents are getting a line on all departments of the head office and particularly the production division.

PERSONAL SIDE OF THE BUSINESS

Announcement has been made in Milwaukee of the engagement of **Miss Ann Nicolai** to Lawrence Maurin, instructor of ski troops in Colorado for the army. Miss Nicolai is connected with the advertising and sales promotion division of Northwestern Mutual Life under L. J. Evans, assistant director of agencies.

Lieut.-Col. E. J. R. Mitchell, manager of the Hong Kong office of Manufacturers Life and commanding officer of the Hong Kong Volunteer Defense Corps, is a prisoner of war in Hong Kong.

Curtis G. Smith, San Francisco, cashier of Equitable Society, was honored at a luncheon in recognition of his 30 years of service.

J. H. Sherman, vice-president and manager of the life department of W. A. Alexander & Co., Chicago, has returned from a vacation trip at Edgewater Park, Miss.

Will S. Thompson of the Will S. Thompson-Kline Agency and president of Great American Life, is general chairman of the war bond drive at Hutchinson, Kan., for \$2,500,000.

C. V. Shepherd, Cedar Rapids, Ia., general agent National Life, Vt., and second vice-president Iowa Association of Life Underwriters, attended the annual meeting of the Illinois association in Chicago. The Iowa association is planning its annual meeting in Des Moines.

A. Ross Smith, veteran member of the Kokomo agency Equitable Life of Iowa, whose contract dates back to 1918, has completed 350 weeks of app-a-week production. **Leon N. Lefebvre**, Portland, Ore., has completed 450 weeks.

M. Hill Abernathy of Cochran, Va., one of the premier producers of the W. Tolar Nolley agency in Richmond of Northwestern Mutual Life, wrote 17 policies for a total of \$48,500 the first 15 days of April. While in Richmond to deliver some of the insurance, he wrote three policies in that city.

Fred Schwengel, Davenport general agent of American Mutual Life, has been elected president of the Iowa state junior chamber of commerce.

John R. Hardin, president of Mutual Benefit Life, will celebrate his 83rd birthday April 24. He is believed to be the oldest active life insurance president in the country. He has been a director of the company since 1904 and president since 1924. In spite of his

advanced years, he is at his desk daily and takes an active interest in the affairs of the company.

E. B. Thurman, Chicago general agent of New England Mutual Life, has been elected president of the North End Men's Club of Evanston, one of the largest organizations of its character in the Chicago suburban community. It was formed a good many years ago and has taken part in civic, philanthropic and patriotic movements as well as having rousing monthly meetings.

H. R. Kendall, chairman of Washington National of Evanston, Ill., is due to arrive home in a day or so. He spent a few weeks in Arizona and then went to the Pacific Coast to visit agencies. Mr. Kendall has recovered from his malady that floored him for a long time. He is now in excellent shape.

W. H. Webb, cashier in the Newark branch of Mutual Life, will retire May 1, after a service of nearly 40 years. He started as an office boy in the advertising department at the home office.

Charles Smrha, former Nebraska director of insurance, has been named regional director of the OPA at Grand Island. He has been in charge of rationing and price administration in the Lincoln area since the work was first inaugurated.

E. C. McDonald of Ottawa, Canadian manager of Metropolitan Life, attended the meeting of trustees of Culver Military Academy in Indiana this week. He has been a trustee for 15 years. He served for 2½ years in the marine corps in the last war, ending up as a captain. A son, who is a lieutenant in the marines, is now on service somewhere in the Pacific.

DEATHS

Joseph W. Camp, 55, since 1934 general agent at Poplar Bluff, Mo., for Reserve Loan Life, died there following an illness of several months. A son, Raymond J. Camp, has been for some time associated with his father in the general agency. He was at one time president of Liberty National Life of Poplar Bluff.

D. J. Patterson, 47, general agent of Northwestern National Life at South Bend, Ind., since 1937, died from a heart attack. **J. S. Hale**, vice-president and

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"... so we've signed up each other for \$2,000,000! . . . so what?"

actuary, and W. F. Grantges, agency director, represented the home office at the funeral. There were present also Managers E. P. Balkema of Detroit, George H. Poulsen, Toledo, and Vernon Kroehle of Cleveland.

S. G. Huntington, 75, who retired in 1936 as assistant secretary of Connecticut General Life after having served 50 years, died at his home in Hartford. He was born in Norwich.

F. Kent Nelson, 52, formerly district manager in Lansing, Mich., for the old Michigan Union Life of Grand Rapids, died there. Recently he had been with the Olds Motor Works in Lansing.

COMPANIES

North American Re Advances Three Executives

NEW YORK—North American Reassurance has advanced Assistant Secretary Raymond A. Burke to secretary, W. R. Chappell to assistant treasurer and Henry Moir Cathles to assistant secretary. Mr. Burke succeeds to the secretarial title and duties of J. Howard Oden, who will now be able to devote his entire time to his work as vice-president. Mr. Oden has been secretary as well as vice-president since the death in 1940 of Secretary W. H. Smith.

As assistant treasurer Mr. Chappell fills a vacancy which has existed for some years. Mr. Cathles succeeds Alfred Enerud, who resigned to join Agricultural, the fire insurance company.

Mr. Burke has been with North American since 1924 and was appointed assistant secretary in 1937. Before going to North American he worked for Metropolitan Life for two years, part of the

time at the Canadian head office, and before that attended Columbia University. At North American he has given much of his time to underwriting. He has had extensive training both in the home office and in the field. He is a native of Spuyten Duyvil, N. Y.

Mr. Chappell, a native of Dobbs Ferry,



W. R. Chappell H. M. Cathles

N. Y., was graduated from Amherst College in 1935. He worked for a paper company for about a year, going with North American in 1936. He has been assisting President L. M. Cathles in investment work and has had special investment training, including attendance at three annual investment seminars of the American Life Convention.

Assistant Secretary Cathles is a son of President Cathles, was born in Dallas and educated at Repton School and Princeton University, where he played football. He was graduated with honors in 1939. He has been with North American since that time. Both he and Mr. Chappell were trained in the company's special training division which was established to develop future officers.

Mrs. Lawry Pacific National Secretary

The executive committee of the Pacific National has elected Ann Lawry secretary-treasurer, succeeding Nephie L. Morris, who died recently.

Mrs. Lawry was born at Almy, Wyo., and was with Kansas City Life in Salt Lake City and Los Angeles and West Coast Life in Salt Lake City before joining Pacific National Life in 1928 as bookkeeper and cashier. She has been assistant secretary-treasurer

since 1929, except for a short period with Benjamin Franklin Life of San Francisco.

W. Scott Barnes was elected assistant secretary-treasurer. He is a native Salt Laker and was a reporter for the Salt Lake "Tribune" before becoming a bookkeeper for Pacific National Life in 1936. Last February, he was elected manager of the conservation department.

Washington National to Write Monthly Payment

The Washington National of Evanson, Ill., is now preparing to write life insurance on the monthly payment plan. It has been writing monthly payment accident and health for some time. It has been writing life insurance on the industrial and ordinary plans. Inasmuch as its agents are accustomed to writing monthly accident and health policies it seemed desirable to get into the monthly life business. Executive Vice-president Curtis P. Kendall and Kenneth Mullins, head of the ordinary production department, are working out the details.

Lien Is Further Reduced

Another 5% lien reduction on policies of the former Peoria Life has been an-

nounced by Alliance Life, effective Jan. 1, 1943. These annual lien reductions have ranged from 5 to 17% and the total, including 1943, amounts to 62%.

Fidelity Mutual Joins American Convention

Fidelity Mutual Life has been elected to membership in the American Life Convention. E. A. Roberts, the new president, who was vice-president and general counsel of the Minnesota Mutual Life, was long active in the deliberations of the A. L. C. He served as chairman of the Legal Section and had a warm interest in its affairs. It is natural, therefore, that he should want the Fidelity Mutual as a member.

Equitable Society has elected Douglas Southall Freeman, Richmond, Va., and Eugene P. Locke of Dallas directors. Dr. Freeman, editor of the Richmond News-Leader, is famous as the author of books on Robert E. Lee and other military figures of the Civil War. Mr. Locke is a senior member of the law firm of Locke, Locke, Dyer & Purnell of Dallas and has specialized in insurance and corporation law.

The **Accident & Health Bulletins** help get business. For information write 420 E. Fourth St., Cincinnati.

GETTING IN GETTING RESULTS!

→ The Union Mutual's Juvenile Plan is more than a policy. It's a complete sales idea. → Our Direct Mail letter and child's Height and Weight Record Chart gets you in. → Our wide selection of Juvenile policies gets results. → Why shouldn't they? Our payor clause covers disability as well as death. We allow parent's control to age twenty-one. We offer our Educational Option. → Last week one out of every five Union Mutual life policies were Juveniles. → Let us show you how to get results. Drop a line to Rolland E. Irish, president.



ROLLAND E. IRISH, President

LIFE AGENCY CHANGES

N. W. Mutual Names Vail, Todd General Agents in Chicago

Northwestern Mutual Life is establishing a second general agency in Chicago. Malcolm D. Vail and John O. Todd, who have been partners in H. S. Vail & Sons and special agents for Northwestern Mutual in the Hobart & Oates agency there, head the new general agency of Vail & Todd. The ap-



MALCOLM D. VAIL

pointment is effective May 1, and their offices will remain at 110 South Dearborn street, where the Vail office has been located for more than 30 years. Hobart & Oates will continue at 208 South LaSalle street.

Both Messrs. Vail and Todd are known for their advanced estate analysis



JOHN O. TODD

and pension trust work, having placed substantial lines as a result. Both plan to continue to devote considerable of their time and attention to personal production and servicing their present large clientele.

H. S. Vail & Sons, founded in 1871, has maintained its continuity ever since then, devoted exclusively to life underwriting. Without the benefit of sub-agents, H. S. Vail and his three sons have been responsible for the production of more than \$150,000,000 of life insurance. Malcolm Vail, the youngest of three sons, joined his father and brothers in the firm after graduating from Cornell in 1912. A life and qualif-

ing member of the Million Dollar Round table for many years, he has never written less than \$1,000,000 of life insurance in any of the past 23 years.

Mr. Todd entered life insurance in Minneapolis in 1926 and became associated with Northwestern Mutual in 1931 in the Hamburger agency there. Specializing in estate planning, his production grew rapidly. Since 1935 he has continuously qualified each year for the Million Dollar Round Table. He has appeared as a speaker before life insurance groups in many parts of the country, and at annual meetings of the Northwestern Mutual Association of Agents. He is a past president of the Minneapolis C.L.U. chapter.

Mr. Vail's oldest brother, Carleton, died in 1932, and the next brother, Roger, died late in 1937. Shortly thereafter Malcolm Vail invited Mr. Todd to join him as a partner in H. S. Vail & Sons. In February, 1941, Messrs. Vail and Todd were appointed special agents for the Northwestern Mutual Life in the Hobart & Oates general agency. In each of the next two calendar years of this association, they jointly and individually led the agency in production.

Mrs. Heydrick Appointed to Open Women's Division

Mrs. Helen E. Heydrick, for eight years a life agent in Philadelphia, has joined the Philadelphia branch office of Continental American Life as supervisor to build a women's division. She is associated in her new post with Harold S. Mason, manager, and Mahlon B. Simon, assistant manager. Her husband, William J. Heydrick, has been a member of the agency since 1929.

Mrs. Heydrick joined the home office agency of Penn Mutual at Philadelphia in 1934 and has been associated with it since that time. She is a member of the Philadelphia Association of Life Underwriters.



HELEN E. HEYDRICK

E. F. Rohde Made Assistant General Agent in Newark

Edgar F. Rohde, supervisor in the J. Elliott Hall agency of Penn Mutual Life in Newark, has been appointed assistant general agent, in addition to his supervisory position, under Harry O. Rasmussen, who succeeds Mr. Hall April 30.

Mr. Rohde has been with Penn Mutual Life since 1937, starting as an agent with the Hall agency in New York City. When Mr. Hall was transferred to Newark, he was made supervisor there.

Giblett Takes Spokane Post

William R. Giblett of Butte, Mont., has been appointed to succeed Ray C. Lessard as district manager in Spokane, Wash., of Metropolitan Life. Mr. Lessard has been transferred to Los Angeles.

Driscoll Acting K. C. Manager

American Hospital & Life of San Antonio has appointed Budd Driscoll acting agency manager in Kansas City. Russell Good, former Kansas City manager is now a captain in the marines.

Goodman Named in Cincinnati

Monarch Life has opened an office at 2404-6 Carew Tower, Cincinnati, in charge of J. Donald Goodman, Sr., general agent for 16 counties in the Cin-

cinnati vicinity. He has had considerable experience in insurance, before going with Monarch he was ordinary supervisor of Life & Casualty.

Aetna Names Coles in Vancouver

R. Bruce Coles has been appointed manager of the Vancouver agency of Aetna Life, succeeding Leonard J. Robertson, who has been called to active service with the Canadian army.

Two New Great-West Managers

Great-West Life has appointed two new branch managers in Canada, G. F. Greig at Halifax and F. O. Stibbard at Windsor. Mr. Greig, formerly cashier at Halifax, succeeds B. C. Higgins, who has retired on account of ill health. Mr. Stibbard succeeds J. W. Harris, who has joined the Royal Canadian Air Force.

POLICIES

Special Policy for Civilians Traveling or Residing Outside U. S. or Canada

New regulations have been issued by Metropolitan Life for insuring civilians traveling or temporarily residing outside the United States and Canada. A special policy has been prepared with extra premiums varying according to the area in which the assured will be located.

Those Who Are Eligible

Those who will be considered for this insurance are civilian employees of government agencies traveling or residing or who may be required to travel or reside outside the U. S. and Canada; other civilians helping in the war effort; civilians in overseas auxiliary services associated with but not a part of the armed forces; civilians in merchant marine service on ocean going vessels; deep sea or offshore fishermen and civilians in merchant marine service on inland waterways.

The only policy that will be issued is the five year renewable, non-convertible term without double indemnity or disability. The premium will be increased in accordance with the schedule of extra premiums.

Limits Which Are Imposed

The minimum policy to be issued is \$2,000 and the maximum to be issued depends upon the annual extra premium that is charged. If the extra is \$50 or more the limit of insurance is \$2,000; if the extra is from \$35 to \$49 the limit is \$4,000; \$25 to \$34 it is \$7,500; \$13 to \$24 it is \$15,000 and where the extra premium is less than \$13 the limit is \$25,000. The war risk exclusion will impose no restrictions unless the insured enters armed service. The aviation provisions will impose no restrictions unless the insured travels by aircraft in a capacity other than that of passenger as defined in the aviation provisions.

Equitable, N. Y., to Include War, Air Exclusion Clauses

Equitable Society announces that the standard war and aeronautics exclusion provisions will be included in all new policies for group indebtedness insurance hereafter issued.

United Fidelity of Texas Makes Rate Increases

United Fidelity of Dallas recently increased rates on a large number of the policy forms, including limited payment life, continuous premium endowments, juvenile and endowment annuity. No change was made in term, family income and select risk premium rates.

New rates per \$1,000 on six leading policies are shown below.

Age	20					End. Annu.
	Ord.	Life	Pay.	End.	Year	
	\$	\$	\$	\$	\$	\$
15	12.93	20.99	14.08	15.87	42.60	19.87
16	13.17	21.28	14.35	16.23	42.64	20.46
17	13.43	21.59	14.63	16.60	42.67	21.09
18	13.70	21.91	14.93	17.01	42.70	21.74
19	13.98	22.24	15.23	17.42	42.75	22.47
20	14.27	22.59	15.55	17.86	42.79	23.25
21	14.61	22.96	15.89	18.33	42.84	24.07
22	14.96	23.36	16.23	18.82	42.88	24.95
23	15.33	23.77	16.62	19.35	42.94	25.88
24	15.71	24.19	17.00	19.90	42.99	26.87
25	16.11	24.63	17.42	20.49	43.05	27.91
26	16.54	25.09	17.86	21.12	43.11	29.05
27	17.00	25.56	18.30	21.78	43.17	30.26
28	17.47	26.04	18.75	22.50	43.25	31.57
29	17.97	26.56	19.25	23.25	43.35	32.96
30	18.49	27.09	19.83	24.06	43.45	34.47
31	19.05	27.65	20.38	24.93	43.58	36.17
32	19.64	28.23	20.97	25.88	43.74	37.85
33	20.25	28.83	21.58	26.88	43.92	39.94
34	20.91	29.46	22.26	27.96	44.11	41.91
35	21.60	30.11	22.95	29.12	44.31	44.16
36	22.32	30.78	23.67	30.37	44.56	46.63
37	23.10	31.53	24.45	31.72	44.81	49.25
38	23.92	32.33	25.27	33.37	45.09	52.34
39	24.78	33.18	26.13	34.87	45.39	55.64
40	25.72	34.07	27.06	36.54	45.74	59.29
41	26.70	35.00	28.04	38.45	46.12	63.38
42	27.75	35.98	29.09	40.54	46.56	67.95
43	28.88	37.01	30.20	42.81	47.03	72.85
44	30.07	38.10	31.38	45.32	47.56	78.65
45	31.34	39.24	32.64	48.15	48.15	83.29
46	32.66	40.41	33.99	48.81	48.81	92.56
47	34.07	41.64	35.42	49.55	49.55	101.41
48	35.58	42.95	36.98	50.35	50.35	111.29
49	37.20	44.32	38.59	51.23	51.23	123.60
50	38.91	45.79	40.33	52.20	52.20	138.84
51	40.71	47.34	42.18	53.28	53.28
52	42.63	48.99	44.16	54.38	54.38
53	44.68	50.75	46.28	55.79	55.79
54	46.87	52.61	48.58	57.23	57.23
55	49.27	54.62	50.93	58.83	58.83
56	51.82	56.85	53.52	60.60	60.60
57	54.55	59.27	56.26	62.54	62.54
58	57.47	61.87	59.21	64.72	64.72
59	60.53	64.67	62.36	67.14	67.14
60	63.92	67.72	65.73	69.79	69.79

Franklin Life Rate Increase

Franklin Life is preparing to increase its annuity rates and advises policyholders that the increase in annual premium per \$1,000 of insurance annuity at age 35 will be \$5.15; age 40, \$6.87; 45, \$9.57; 50, \$13.98, and 55, \$19.66.

Read "Understanding Life Insurance," the new book written for the public. It will help you. \$2 from National Underwriter.

Guardsmen,

We Salute You!

Numerically fewer (for

armed forces and war

industries have taken

toll), our Agents at

mid-April have

reported new premiums

ahead of '42.

They're a gallant band!

Guardian Life
Insurance Company

Home Office, Madison, Wisconsin

NEWS OF LIFE ASSOCIATIONS

Buckley Is Elected Illinois President; Endorse Hobbs

W. B. Buckley, Metropolitan Life manager, Mt. Vernon, was elected president of the Illinois Association of Life Underwriters at the annual meeting in Chicago. Lynn S. Broadus, Guardian Life, Chicago, is the new first vice-president; Thomas A. Lauer, Northwestern Mutual, Joliet, second vice-president, and Kenney E. Williamson, Massachusetts Mutual, Peoria, secretary-treasurer.



W. B. Buckley

P. B. Hobbs, Equitable Society, Chicago, was endorsed for reelection as National association trustee "or for any other office the National association sees fit." This is in line with the endorsement of the Chicago association with the idea of stressing Mr. Hobbs' availability for the post of national secretary.

Increase State Dues

To continue efficient state office in Peoria under the direction of Miss Margaret H. Becker, executive secretary, it was decided to increase state dues from 50 to 75 cents.

With placards designating the various local associations, the meeting room was arranged along the lines of the National association's council sessions.

President Frederick A. Schnell, Penn Mutual, Peoria, presided. Reports were presented by Miss Becker, John L. Taylor, Mutual Life of New York, Springfield, chairman legislative committee; A. E. McKeough, Occidental Life, Cal., Chicago, finance committee chairman; James L. Clark, John Hancock, Peoria, chairman new associations committee, and C. F. Axelson, Northwestern Mutual, Chicago, past president and association wheel horse.

Legislation Well in Hand

The legislative situation is well in hand and the insurance advisory council is maintaining an ever watchful eye for imminent measures. New associations are being sponsored at Alton and Mattoon.

President Schnell reported 2,038 paid members as of April 1. Use of the National association's new visual membership plan was urged. Mr. Lauer, as secretary-treasurer, presented the financial report, and Miss Joy M. Luidens, executive secretary Chicago association, made her usual presentation of the substantial Chicago dues check.

Manpower Survey Conducted

Mr. Hobbs, N.A.L.U. manpower chairman, who has been working closely with the company organizations, explained efforts being made to establish the essentiality of life insurance in the country's wartime economy. No effort is being made to secure the deferment of life men from military service, Mr. Hobbs stressed. The main concern is the prospect of transferring life insurance people to some other industry under the national manpower program. The joint N.A.L.U.-company organizations committee is making a survey of the age, sex and length of service of life insurance personnel on Oct. 1, 1940, as compared with last Jan. 1. Estimates are being prepared to show the minimum personnel needed to

continue to serve policyholders efficiently. The joint committee is meeting in New York this week to review progress in the survey.

War Bond Sales Stressed

George Huth, Provident Mutual, chairman of the successful Chicago salary deduction war bond campaign, gave some pointers on how other Illinois associations can increase their effectiveness in this important contribution to the war effort.

A resolution was passed urging the National association to continue its efforts in stressing the important functions of the agency force in servicing the public. In a discussion on part-time agents, N. Eric Bell, state director State Farm Life, stressed the necessity of part-timers in rural communities. Mr. McKeough presented the nominating committee report.

Berlin Elected Washington Head

SEATTLE—Richard Berlin, Spokane manager of Equitable Society, was elected president of the Washington Association of Life Underwriters at the annual meeting here. Ross Chastain, Northern Life, Seattle, Randall W. Payne, Metropolitan, Bellingham; and Otto L. Johnson, Equitable Life, Ia., Tacoma, were elected vice-presidents.

Grant Taggart, president National association was the featured speaker at the sales congress. Mr. Taggart climaxed his participation in the day's activities by delivering a radio address over a national hook-up, discussing the war bond drive.

President Donovan F. Moore extended greetings. Fred J. Broderick, New World Life, Seattle, was the first session leader. J. C. Long, Oregon supervisor Northern Life, spoke on "The Spirit That Never Dies"; Eric Chown, Vancouver, B. C. manager Mutual Life of Canada and president of the Vancouver association, extended greetings; F. C. Becker, Great-West Life, Seattle; Lloyd R. Moss, president Yakima Valley association; Russell Brooks, Union Central, Seattle, spoke on the war bond drive. Mast. Serg. L. A. Lang, marine corps, a veteran of the Guadalcanal campaign talked on "As a Fighting Marine Tells It."

Special Session Held

Clarence Hagstrom, chairman Washington Quarter Million Dollar Round Table, presided at a special session featuring Fred Moore, Penn Mutual, Yakima, "How to Sell 100 Cases"; Jack Carson, Aetna Life, Seattle, "Selling the Defense Worker"; Chester Raymond, National Life, Tacoma, "Package Selling"; and Arthur Morgenstern, Mutual Benefit, Seattle, "Key Man Insurance". Paul Cressman, president of the Seattle association, was toastmaster at the luncheon. Father F. E. Corkery, president of Seattle College, spoke on "Insurance for Victory and Peace." Commissioner Sullivan praised life insurance contribution to the war effort. Commander Henry Mosler, USN, formerly with Massachusetts Mutual in Los Angeles, who is stationed in Seattle, was a guest.

R. R. Matthews, home office agency manager Northern Life, presided at the final session. "Men in War Industry" was discussed by E. J. Wilson, Seattle general agent Northwestern National, and "Pension Trust" by Gordon Orputt, New England Mutual, Eugene, Ore.

Round Table Elects

The congress' headliner, Grant Taggart, wound up the program.

Following the congress the Washington Quarter Million Dollar Round Table held its annual meeting and banquet.

John M. Utter, Equitable Life, Ia., Seattle, was elected chairman succeeding C. L. Hagstrom, Massachusetts Mutual, Seattle. C. G. Raymond, National Life, Vt., Tacoma, was named secretary. Twenty-five of the 57 members attended.

Cincinnati Parley Draws 300

CINCINNATI—More than 300 attended the Tri-State sales congress sponsored by the Cincinnati Life Underwriters Association and conducted by the Sales Research Bureau. L. W. S. Chapman, Ward Phelps and B. N. Woodson were the headliners.

"The war is being used as an excuse for putting off the purchase of life insurance," Mr. Chapman declared, pointing out that agents should realize it is an "excuse" and not a reason. The agent's task is to overcome today's widespread tendency to delay action by showing that the future is always uncertain and that uncertainty is one of the great reasons for owning life insurance, and is not a reason for putting off its purchase.

Mr. Woodson showed the many prob-

lems of the agent's job can be reduced to four basic problems, (1) seeing enough people every day, every month and every year, (2) seeing the right people, (3) telling an effective story and (4) your own attitude, drive and enthusiasm for the business.

Speaking of prospecting, Mr. Phelps declared that there are two fundamental principles, (1) continuity and (2) the deferred penalty for not prospecting today.

Helpful answers to current objections were offered by Mr. Phelps at the afternoon session. For the man with "no money except for essentials," point out that life insurance, just like food, shelter and medical attention are essential—in fact, they are really the same things, he declared. On the question of war bonds, stress that life insurance premium dollars go right into war bonds and do much besides.

To the inflation minded individual, demonstrate the tremendous inflation of a small premium if changed to a death claim, Mr. Phelps urged.

Speaking of thrift as one of many reasons for buying life insurance, Mr. Woodson pointed out that it is never convenient to start a savings program and stated that the only practical way to accumulate money to save the first



"JUST ONE INQUIRING LETTER BROUGHT INFORMATION WORTH A GOLD MINE TO ME. YOU KNOW, GEORGE, THE OPPORTUNITIES IT REVEALED MAKE LARGER SALES AND GREATER EARNINGS A REALITY. WITH THE OHIO NATIONAL FIELD HELPS, YOU TOO CAN EASILY INCREASE YOUR PRODUCTION AND INCOME. WHY NOT WRITE RAY HODGES, SUPERINTENDENT OF AGENCIES AT THE OHIO NATIONAL LIFE INSURANCE COMPANY, CINCINNATI, TODAY, AND ASK HIM TO TELL YOU ABOUT THEM?"

5 or 10 cents out of every dollar and not the last few cents—because these last few are never left to save. The life insurance plan does this and in the easiest way, he added.

John A. Lloyd, vice-president of Union Central, gave an inspirational address at the luncheon session pointing out the great future of America after the war.

The sales congress committee consisted of W. H. Blohm, general agent Provident Mutual, chairman; T. W. Strange, manager Ohio National; W. B. Hardy, New England Mutual; George Vinsonhaler, general agent John Hancock, and T. W. Craig, general agent Aetna Life, who is president of the Cincinnati association.

The next day the Research Bureau men conducted an all-day session for general agents.

Despite the emotional disturbances common among prospective agents today, life insurance offers them a career with no salary ceilings, an opportunity to serve in the war effort, and a much better market than was available just a short time ago.

On the recruiting question, it was recommended that general agents look particularly for enthusiasm, curiosity, and imagination, in going after new agents.

Holcombe Urges More Work and Closer Planning in 1943

J. Marshall Holcombe, speaking before the Bridgeport Life Underwriters Association at the concluding session of a 10-week course, on "Selling Life Insurance Under War Time Conditions," stressed the fact that the agent today is urgently needed and plays a major role in the present-day economic structure. Gasoline rationing is an asset to the agent, he added. Smart people make an asset out of what others think is a liability.

"We should do plenty of night work in 1943," he said. "We should carry full equipment and do more to get the prospect to come to the office and in other ways obtain more cooperation from the prospect. By all means, use direct mail. Zone your work. Prospect in nests. Find new markets. Develop the women's market, and make your selling mechanics more efficient."

Other speakers during the 10 weeks included Robert C. Gilmore, Jr., Mutual Benefit, president of the local association; Elisabeth M. VanCleve, Connecticut Mutual; Hubert C. Moresey, Equitable Society; Howard V. Krick, Penn Mutual; Malcolm MacCallum, Connecticut Mutual; Clyde Whately, Travelers; John M. Finney, Phoenix Mutual, and Stanley J. Lonsdale, Connecticut Mutual.

Annual Parley of Pa. Group Set for Harrisburg May 10

The Pennsylvania State Association of Life Underwriters will hold its annual meeting of delegates at the Penn-Harris Hotel, Harrisburg, May 7, beginning with a dinner at 6 p. m. Because of wartime restrictions on travel, the asso-

ciation is not holding the customary sales congress.

The executive committee will hold an all-day business session preceding the dinner meeting. Resolutions from this session will be presented for action at the evening business meeting.

Among matters delegates will discuss are adoption of amendments to the by-laws to provide for the office of state national committeeman and to assure closer integration of the National, state and local associations. Delegates are expected from nearly all of the 26 local associations in Pennsylvania.

Commissioner Neel, key members of his staff and several state and city officials have been invited to attend the dinner.

Committees which will report are: Legislative, Earle H. Schaeffer; membership, Karl Kreder; by-laws, George N. Wade, and agents qualification, Paul Banks. President Wm. S. Tiffany and C. H. Orr, national trustee, will report on the Kansas City meeting. There will be a panel discussion on local and state association activities.

Jacqua to Address Chicago Association May 12

A. R. Jacqua, associate editor of "Diamond Life Bulletins," will address the Chicago Association of Life Underwriters at 4 p. m., May 12 on "Make It Easy to Buy." He is one of the best known speakers and educators in the life insurance business.

President J. H. Brennan will appoint nominating and auditing committees and election judges at the meeting. Louis Behr, Equitable Society, vice-president for the last year, is in line to be elected president. Voting is done by mail, with installation at the June meeting.

The Cashiers Division will meet April 27 to hear Miss Ruth Wagner. She will exhibit her Seeing Eye dog and explain how these dogs are trained and how blind persons are taught to use them. Perry Ward will preside.

A. F. Haas Sees Great New Life Insurance Era

A. F. Haas, assistant to the vice-president and manager of agencies of Mutual Life, in addressing the luncheon meeting of the Baltimore Life Underwriters Association, predicted that the business is on the brink of another great upsurge. Signs of a great era are beginning to appear on the horizon, he asserted. Great new industries are being created, the field of housing will be revolutionized, 27 million used car owners will want to have the latest models after the war. People are saving from \$12 to \$15 billion a year in war bonds. This will constitute a gigantic reserve ready to be spent for the products of post war industries. There is promise of an enormous upsurge in the standards of living and he predicted that there will be an expansion of life insurance sales even greater than the increase that followed the former war.

Utah Sales Congress Saturday

The annual sales congress of the Utah Life Underwriters Association will be held in Salt Lake City, April 24. Speakers will be I. S. Kibrick, New York Life, Boston, "Rising to the Challenge of War Time"; Jack W. Lawrence, Salt Lake City ordinary manager of Prudential, "What a Sales Congress Means to the Life Underwriter"; LeRoy Lynch, San Francisco general agent of John Hancock, "Handling Prospects and Their Objections"; Harold J. Cummings, vice-president Minnesota Mutual Life, "You," and Hilbert Rust, R. & R. Service, "Today and Tomorrow."

The business meeting and election of officers will be held at the close of the afternoon session.

Iowa Annual Meeting June 11-12

The Iowa Association of Life Underwriters will hold its annual meeting and

sales congress in Des Moines June 11-12. W. K. Niemann, Bankers Life, Des Moines, is president of the association. The Des Moines association will be host. Frank McCormick, general agent of Equitable of Iowa, will be general chairman.

Governor and Bethea to Speak

HARTFORD — Governor Baldwin will open the afternoon session of the annual sales congress of the Connecticut Association of Life Underwriters at the Aetna Life auditorium April 30 with a wartime message.

Osborne Bethea, New York City general agent Penn Mutual Life, has been added to the program.

Toledo—Milton Sherman, general agent of Connecticut Mutual Life, spoke Thursday on "Prejudice or Conviction."

Kankakee, Ill.—Earl M. Schwemmer, Chicago manager of Great-West Life, spoke at the monthly dinner meeting on "Selling Today."

Minneapolis—Harry T. Wright, Equitable Society, Chicago, gave a talk.

Wichita, Kan.—John S. Kearns, Pittsburgh, president of the Kansas Association spoke at the April meeting. A nominating committee was elected to report at the May meeting.

St. Louis—T. H. Tomlinson, C.L.U., assistant superintendent of agencies of Bankers Life of Iowa, will speak at the April luncheon meeting on "Getting Set for Sales."

The annual boat ride of the association will be on the steamer Admiral, June 11. Service men will be the association's guests on this trip.

Waterloo, Ia.—Charles J. Stratton, secretary of the state association, gave a talk on "Today's Challenge to Iowa's Life Underwriters."

Membership now stands at 53, which is 11 members higher than in any previous year. Mr. Stratton was introduced by President William E. Steely.

Fort Wayne, Ind.—At the next meeting A. C. Palmer, R. & R. Service, will talk on "The Life Underwriter Looks into the Future."

Verlin J. Harrold, recently elected president of the Indiana association, will report on the mid-year meeting of the National association.

Oklahoma City.—The Tulsa association provided the program at the meeting here April 22. The program included addresses by J. Lester Sharp, manager Acacia Mutual Life, "Helping Today's Buyer"; George G. White, manager of Prudential, "Selling Life Insurance with the Social Security Approach"; and Gordon Tyler, manager of General American, "Attention and Interest."

Gale Bergman, Tulsa, program chairman, presided.

Northern New Jersey—Lloyd D. Harrison, Newark manager of Phoenix Mutual Life, has been appointed chairman of the nominating committee. Officers will be elected in June.

Salt Lake City—A sales demonstration was presented by four Equitable Society agents. E. E. Vandehoeck took the part of the Salesmen; Fred Bannister and Mrs. Vera Jensen, of a man and his wife, and Harry Duerkop, outlined the main features of the cleverly worked out skit. It involved the sale of a monthly income policy where the wife was opposed to putting any more money into insurance. Mr. Vandehoeck stated that it presented an actual occurrence.

Fairmont, W. Va.—Clyde O. Law of Wheeling, general agent of Northwestern Mutual Life for West Virginia, spoke at the April meeting.

Columbus, O.—W. R. Jenkins, sales director of Northwestern National Life, addressed the annual meeting April 22 on "Our Future Is What We Make It." The following have been nominated for

AGENCY NEWS

Cleveland Agency Honors Cashier Oetting

In March the Seth A. Bardwell agency of Lincoln National Life conducted a campaign in honor of Chester W. Oetting, cashier. Mr. Oetting has been with Lincoln National for 20 years and cashier of the Cleveland agency for 13 years. He is well liked and has done an outstanding job. During the campaign almost \$500,000 of business was written and examined. There were 65 applications with

C. W. Oetting an average of \$7,395 per application. Every member of the agency produced business in the month. Not to be outdone by his associates, Mr. Oetting worked evenings and wrote several applications himself.

The Cleveland agency of the Lincoln National Life always has been one of the company's leaders.

Rothschild Sees Post-War Boom

PHILADELPHIA—Interest in life insurance will increase tremendously after the war, Felix Rothschild, agency vice-president of Sun Life of Baltimore, declared at a luncheon meeting of its Philadelphia agencies, with nearly 150 in attendance.

Other home office men who spoke were J. L. Hirsh, assistant secretary of agencies; J. S. Nusbaum, secretary; Harvey Kesmodel, publicity director; A. Kenigson, actuary, and Ellis Seidenman, home office representative in the Philadelphia district.

Houchin Agency Stands First

The R. Homa Houchin agency of Connecticut Mutual in Huntington, W. Va., for the first quarter of 1943 was first in the company in percentage of increase among all agencies. The percentage of increase is 189.3.

trustees: R. L. Asbury, Northwestern Mutual Life; C. N. Black, Phoenix Mutual Life; J. F. Dewey, Connecticut Mutual Life; Ben F. Hadley, Equitable Life of Iowa; A. C. Hale, Travelers; Emmett Millholland, Ohio National Life.

Indianapolis—Ralph G. Engelman, general agent of Penn Mutual Life, New York, gave an address Thursday on "Life Insurance and War Bond Sales." On leave of absence, he is acting as associate field director of the War Savings Staff at Washington.

Wheeling, W. Va.—Clifford H. Orr, National Life of Vermont, Philadelphia, N.A.L.U. trustee, said that although a fourth of the men and women in the industry have entered the war effort for the duration, life insurance salesmen of America today are doing one of the outstanding mass civilian jobs of the war. He spoke of their work in selling war bonds and also the big purchases made by the companies.

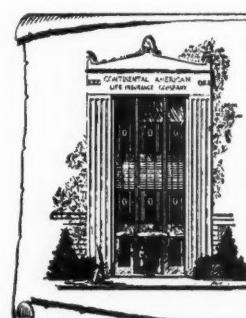
The "Little Gem Life Chart" gives more on all currently important subjects. \$2.50 from National Underwriter.

PROPERTY MANAGEMENT

ENGEL REALTY COMPANY

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MANAGEMENT SALES
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✓ Check the POINTS OF EXTRA PROTECTION

Continental American

LIFE INSURANCE COMPANY

WILMINGTON, DELAWARE

A. A. Rydren, President
Max S. Bell, Agency Vice President

Chicago Sales Congress

(CONTINUED FROM PAGE 2)

his clientele formerly consisted of small retail merchants who today either are out of business or involve too many headaches to the agents to be considered the good prospects they once were. Many other clients and prospects have entered service. When this condition became apparent Mr. Grimm canvassed his customers to secure names of friends and relatives who were engaged in war work or making progress in other lines and built up an excellent prospect list.

Calls By Appointment Only

He found evening calls a distinct advantage as many of the new prospects could not be seen during working hours. He makes all evening calls by appointment. Drop-in calls are haphazard and waste much valuable time. He uses a visual selling kit which he opens as soon as the introduction and social amenities have been concluded.

"If you are overlooking the home interview," Mr. Grimm said, "you are overlooking a vast field of new prospects. Think of the number of out-of-town people who have filtered into your city since Pearl Harbor. Many of these are living with friends and relatives, and are they receptive to the thought of saving? You bet they are. It will amaze you to learn the number of people working in each family."

He has been recommending and selling high premium, short period forms of life and endowment policies on lives of wives and young unmarried men and women. The purpose is to build up large reserves during the fat years to afford a cushion for lean years which may come.

Is Buyers' Market Now

"I am convinced we are in a buyers' market," he said. "Points and ration books mean more to the public today than do the dollars they have in their pockets. It is our patriotic duty to divert some of these loose dollars into insurance, thereby assisting our government in its fight against inflation."

A. M. Nelson of Travelers in Chicago in a talk on "Arsenal of Democracy" said the sure-fire ammunition life agents have is that of knowing and believing in their jobs, being enthusiastic and practicing their profession energetically at all times. More than ever before, he said, the test of a work being worth while is whether it is essential. Whether it is essential or not is certainly the determining factor as to whether it will survive or not. Life insurance easily qualifies as an essential vocation for it buys fuel oil, food, clothing, education, etc.

Mr. Nelson commented on a friend who recently quit selling insurance to take a job in a war plant working 40 hours a week. He attempted to take care of his existing insurance business in such hours as he found open for the purpose and explained he had taken the employment because he felt it to be his patriotic duty. Mr. Nelson told him, "I am doing something for my country, and I haven't waited for war time to start doing it, either. I have been doing it for years past, during peace time as well as in war days."

War on Inflation

Quoting President Roosevelt's "Hold the line" inflation order and Food Administrator Davis' warning that \$35,000,000,000 surplus spending power must be removed to combat inflation, Austin T. Schussler, superintendent of agencies of Metropolitan Life, declared: "There is no power that I know of on this earth that is so well constituted or better qualified or more willing to effectively give their support or backing to this latest declaration of war against the forces of inflation than are life insurance men and women."

Thrift must be practiced as it never has been before, Mr. Schussler emphasized. By urging the sale of war bonds and by selling life insurance agents have

far as the maintenance of morale on the home front is concerned."

Life Insurance to Play Essential Post-War Role

(CONTINUED FROM PAGE 3)

ily group with a fuller sharing of responsibility by its members and a growing feeling among younger members that they have their own lives to live. This will cause increased demand for individual security from insurance men, Dr. Bossard pointed out.

Four Freedoms Costly

Freedom of enterprise is a significant omission from the Atlantic charter, Dr. Alan Valentine, president University of Rochester, asserted. The four freedoms are desirable objectives and worthy of great sacrifices if it is clear that they are attainable, but their cost to Americans in terms of their present freedoms make this questionable, he indicated. They would cost so much in money that most of the present economic elbow room and nearly all of the system of private enterprise would have to vanish. Freedom from want and fear are negative and passive and not capable of realization through political guarantees. The traditional freedoms are positive and active.

The tendency toward centralization of power cannot be reversed. Modern industry tends to increase its efficiency by centralization of direction and usually of production. Government tends to centralize for the same reason, and also to be strong enough to control industry. Between the two, freedom for the individual receives scant attention. Labor centralizes its organization in order to be strong enough to influence both government and industry.

Dr. H. G. Moulton, president Brookings Institution, Washington, spoke on immediate post-war problems.

W. J. Dunsmore, Equitable Society, was chairman of the seminar. C. M. Spero presided as program chairman. A luncheon was held for speakers and guests, including a number of home office executives.

New Compensation Plan For Capitol Life Men

(CONTINUED FROM PAGE 2)

The new compensation plan for managers parallels in principle the program for agents and gives the agency head a definite incentive to develop steady producers of quality business. Moreover the compensation of the managers is divided into two elements. Certain sources of remuneration are to be regarded by the manager as indemnification for business expenses and the other sources can be treated as profit.

Mr. Woollen expresses the belief that the new contract will encourage

Berkshire's N. Y. Agency Opens Brooklyn Branch

S. S. Wolfson, general agent of Berkshire Life in New York City has established a Brooklyn branch at 66 Court street with N. Lee Colin as manager. Mr. Colin has been with Guardian Life of New York and before that was with Penn Mutual. He has been in life insurance since 1928 and has served as personal producer, supervisor and production manager. He is active in the Brooklyn Insurance Brokers Association, the Brooklyn Life Supervisors Association and was formerly on the executive committee of the New York City Life Supervisors Association.

the manager to fulfill his primary function of developing successful men rather than being a mere wholesaler of others' efforts. A manager who can both train and retain agents who are successful in volume and quality of business reaps exceptional rewards.

Under the ordinary program, a manager earns as much on a certain volume of business produced by six or seven failing agents as he would from the same production by one successful man. Under the new plan, the agency head enjoying adequate volume through the efforts of a few successful agents can receive as much as 50% more compensation per thousand of business than the head of an agency with equal volume from a larger number of poor and mediocre producers.

The Capitol Life plan is the result of three years study of means to produce greater persistency, more volume and reduce turnover in the field. The new plan varies the rate per unit as well as the total amount of compensation, paying substantial cash inducements for quality, volume and service. The copyrighted name has been adopted of "QVS Compensation Plan."

NAME OR NUMBER?

Here an agent is a real flesh and blood personality to everyone in the Home Office from the office boys to the President AND— we are not so big that anyone on the assembly line forgets that an agent can only make his money on delivered policies. That's why the app gets right-of-way until the policy is in the mail bag.

CENTRAL LIFE Insurance Company of Illinois

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ALFRED MACARTHUR, President

LIFE **SELL THEM WHAT THEY WANT**
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Sell the public what it wants—
 complete personal protection. You can
 build a good volume with the Federal
 Life and Casualty's accident—health—life protection for both men
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FEDERAL LIFE AND CASUALTY CO.
 DETROIT - - - MICHIGAN

LEGAL RESERVE FRATERNALS

Inquiries from Members Bring Much Insurance

Insurance totaling \$444,600 in 540 sales was secured from 1,000 of the most select leads received at the home office of Lutheran Brotherhood in 1942, from personal inquiries about insurance for immediate members of the writer's family.

The home office has analyzed the results. Minnesota naturally did a large proportion of the business, 25 percent, but Pennsylvania did 15 percent, Wisconsin 10.5 percent, Ohio, North Dakota, Iowa and Illinois, each around 6 percent. Whole life was sold in 26.5 percent of cases, whole life 20 pay in 28 percent, juvenile term 30 percent and all other plans 15.5 percent.

The premium notice staffer accounted for 330 of the sales, or 61 percent, letters from interested persons 176, or 32 percent, and the remainder were the direct outcome of church paper advertising. The home office pointed out that since the number of returns from premium notice staffers is in direct proportion to number of policyholders reached, the number of sales obviously is greater in states where the society has a more concentrated membership. Every juvenile term policy sold was given insurance credit in the report for only \$100.

Minn. A.O.U.W. Meets June 8-9

The A.O.U.W. of Minnesota is planning to hold its convention in St. Paul June 8-9.

Buys Bonds to Honor Mothers

Royal Neighbors has bought an additional \$2,500,000 of government bonds, making its total investment in government bonds \$5,084,750. The society is

conducting two patriotic projects, one the "Mother's Day" war bond campaign and the other the second war loan drive of the Treasury. In the latter effort, war bonds and stamps are being sold to the 5,846 camps and 500,600 members. The \$2,500,000 investment was conceived as a tribute to mothers for their sacrifices and contributions to the war effort. The campaign opened March 1 and will close May 31.

Fraternal Week Proclamations

COLUMBUS, O.—Governor Bricker of Ohio has issued a Fraternal Week proclamation for May 3-8. The Ohio Fraternal Congress will meet in Cleveland, Sept. 25-26 prior to the National Fraternal Congress.

Governor Kelly of Michigan has proclaimed Fraternal Life Insurance Week.

Ohio Bills Pass

COLUMBUS, O.—A bill to eliminate medical examination for juveniles applying for fraternal insurance has passed both houses in Ohio. The senate has passed a bill permitting old age pensioners to make the division of aid a beneficiary under fraternal certificates.

Three Are Named Editors

Three supreme trustees of Maccabees have been appointed associate editors of "Bee Hive," the publication of that society. They are E. W. Thompson, supreme commander; John E. Little, actuary and field director, and J. B. Baker, record keeper.

Edward L. Young, 79, for many years great commander of Maccabees in Ohio, died in Lakewood, O.

The "Unique Manual-Digest" is the most comprehensive source of programming facts and figures available anywhere. \$5 from National Underwriter.



\$27 × 70 = \$1,890: This is what a Fidelity claimant recently received in Accident and Hospitalization Benefits (\$1,894 to be exact) or seventy times the \$27 he had paid in premiums. A pretty good investment for the claimant, we'd say! An easily sold combination of benefits (supplementing life insurance) you'd say!

Wouldn't you like an opportunity?

FIDELITY LIFE ASSOCIATION

Fulton, Illinois

LIFE ACCIDENT DISABILITY HOSPITALIZATION

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.

Cooperative Committee of Penn Mutual Meets

The annual conference of the cooperative committee of Penn Mutual Life was held this week in Philadelphia. Leading producers from all parts of the country attended the sessions on wartime problems and procedure. Originated as a means of keeping a finger on the public pulse in spite of the handicaps of wartime transportation, the committee made suggestions for considerations in the formulation of future company policy.

Committee Permanent Feature

President John A. Stevenson formed the committee to obtain opinions and suggestions from the field. The committee is now established as a permanent feature.

Those attending were: Lowell L. Newman, Fort Wayne, Ind.; Robert K. McVay and August Epp, Wichita; Miss Florence E. Lorf, Detroit; J. B. Eckenrode and Kenneth W. Conrey, Pittsburgh; Jerome M. Breyer and Forrest J. Curry, San Francisco; John C. Cravens, Louisville; Floyd E. Johnson, Jackson, Miss.; Frederick A. Schnell, Peoria, Ill.; Dorion Fleming, New Orleans; James M. Royer, Chicago; Allan Gates, Little Rock; Wayne Clover, Kansas City; George A. Scotland, Sacramento, and Carr R. Purser, Providence.

Ohio License Bill Passed

COLUMBUS, O.—The Ohio house has passed the bill providing for the separate licensing of health and accident agents.



Hospitalization PROTECTION

Members of Woodmen of the World are now eligible for low-cost hospitalization insurance. Two plans are offered—to suit the budget.

This is the fourth major extra benefit extended to members of W. O. W., which is America's strongest fraternal benefit society from the standpoint of financial foundation.

WOODMEN OF THE WORLD

LIFE INSURANCE SOCIETY

Home Office, Omaha, Neb.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892
A Legal Reserve Fraternal Benefit Society
Bina West Miller Frances D. Partridge
Supreme President Supreme Secretary
Port Huron, Michigan

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Established in 1865 by David Parks Fackler	FACKLER & COMPANY
Consulting Actuaries	
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PENNSYLVANIA

FRANK M. SPEAKMAN	CONSULTING ACTUARY
Associate	E. P. Higgins
THE BOURSE	PHILADELPHIA

April 23, 1943

Chicago General Agency Parley

(CONTINUED FROM PAGE 1)

that you have helped him just by lending him a little money.

"Don't instill confidence merely by dishing out a lot of poppycock at the Monday morning meeting. You have to do this by practical demonstration, by helping your agents to find their proper market, to prepare cases, even to close business. You will not lose money with such a policy in the long run."

No Bed of Roses Ahead

"Let's face the facts—life insurance won't be a bed of roses after the war. Good life insurance agents still will be hard to get. We will have more competition than ever before. Just as soon as possible a prospect will want to buy replacements for cars, radios, refrigerators and so forth, luxuries of which he has been deprived for some time. Surveys by the U. S. Chamber of Commerce show many people will buy appliances, home furnishings, new homes. Installation buying will continue a major factor in consumer buying."

"I think all this means we should get busy now. If you are waiting to find the bag of gold I think you will be disappointed. I have talked to many general agents who have had business increases this year. They have had to concentrate their attention on sound marketing principles including the constant stimulation of old agents, injection of new blood and training. There never has been a time when this job could be done by home office officials. We have to do it ourselves."

"What kind of agents service should we supply? Just as much assistance as is humanly possible."

Decries Curtailing Services

Mr. Arnold noted a general agent who is curtailing his prospect bureau and audit service. Rather than cut down on such service, Mr. Arnold said, he employed high school seniors whom he called the "swing shift." They came at 3:30 p. m. and the cost was not excessive.

"I don't subscribe to the slogan you hear so often among general agents and managers that we have been doing too much for our agents," Mr. Arnold said. "Give them audit service, dictaphone or stenographic service. This doesn't cost very much and it does give the men a lift."

He believes in quarterly, semi-annual or annual analyses of individual agents' performance and has a special analysis blank for the purpose which shows the complete story and lets the agents know just where they stand.

"What about free field help by the general agent or supervisor?" he asked. "I think we owe it to our men to give them good free help, also to supply leads, a daily prospect bureau service, a creative prospecting job."

Other Ideas He Is Using

He is continuing to have novel ideas for meetings and contests which he feels are important factors contributing to results. At present he is conducting an "Activity Month." He has a round table in which he calls on the men to tell him why the business is difficult to get. If the discussion becomes too negative he has a man spotted to step in with positive stories and comments.

The agency bulletins, Mr. Arnold believes, are as important as ever. The agents need constant stimulation and morale building. A feature in his bulletin is a page or notes about service men. The publication is mailed to their policyholders. This maintains contacts so when they return from military life it will be easier for them to step back into the business.

Mr. Arnold feels the general agent and manager must help his agents to eliminate obstacles, must give them guidance and encouragement. To this

end on birthdays and anniversaries he sends letters, flowers or candy to the agent or his wife.

He urged strong backing for the movement to modernize agents compensation. The fault is not saturation in life insurance selling, he said, for if it were run down it would be found the majority of people own less than one year's income.

Time for Aggressive Action

"There are markets today and there will continue to be markets. Let's not concentrate too much on conserving what we have. Now is not the time for us to lie down and rest. We must attack and win the victory. Constant, intelligent leadership and guidance are all-important."

Earl M. Schwemm, president Life Agency Managers of Chicago, which sponsored the conference, presided. P. B. Hobbs, Equitable Society, trustee National Association of Life Underwriters, reported on the manpower report made at the Kansas City meeting in which he noted the association, American Life Convention and Life Presidents Association were working together well on this problem and it appears will be able to do so on other matters.

The general agents association also sponsored a dinner the first evening at which Arthur G. Smith, deputy in charge of the Illinois insurance department's Chicago branch office; Jack Lynn, superintendent of agents General American Life, and Paul Becker of the Franklin Life home office were guests. W. B. Buckley, Metropolitan Life, Mt. Vernon, Ill., new state association president, and the other new officers were introduced. A fellowship hour at which the general agents and managers association was host preceded dinner.

Traylor Presents Ideas

Five adjustments are being made in the Indianapolis agency of Equitable Society in dealing with agency problems, Fitzhugh Traylor, agency manager there, stated in a talk on adjusting to today's problems in agency management. One adjustment is keeping up faith in the life insurance business from an institutional point of view. Second is making the agents more confident of their ability to sell life insurance services today.

Third is to have the agents see more clearly the part they can and are playing on the home front in the war effort, to tell the story of how life insurance operates importantly in the current emergency and will function in the peace to follow. Fourth is to avoid becoming excited about newspaper headlines and radio broadcasts on subjects over which the agents have no control and which may never happen such as Paul McNutt's statement regarding the probable induction of all men from 18 to 38 by the end of this year.

Patriotic to Do Jobs

Fifth is for the agents to concern themselves only with those problems actually in today's picture and to face their difficulties squarely and fairly; to look always for the accompanying opportunities and to accept them enthusiastically as challenges to greater efforts. Mr. Traylor said that the greater the effort the greater the result, and that as results increase so do the agents' earnings. By devoting themselves to their professions, agents will share bountifully in the satisfaction that goes with taking a more important part on the home front and doing their patriotic duty in winning the war.

Mr. Traylor said he has observed some general agents and managers have approached some of their important problems of agency management with extreme views; have taken the position

that recruiting is out for duration, or have postponed agency conferences and publication of bulletins until the war is over. Some have dismissed supervisors and other employees, believing the work did not justify the agency expense. This is not adjustment to a situation but is rather revolution, he said, and is a very short sighted policy. These very activities should be continued, perhaps with such slight changes as may be necessary to bring them into proper relationship with agency objectives in the light of present day conditions.

Same Problems Continue

"Basically the management of an agency in a war period requires that we deal with pretty much the same problems as in so-called normal times. Today we still have the problems of recruiting, training, supervising, sales promotion, building and maintaining agency morale, business management, just as before the war. Let's look upon adjustment as making the necessary changes to bring these activities into proper relationship with changing conditions and circumstances about us."

He said it is much more important now than in normal times to have well-defined objectives in order not to get off the track or to work in false directions and at cross purposes.

The Traylor agency's 1943 program contemplates an increased development of club members.

Why Recruiting Is Necessary

Mr. Traylor said agencies need to promote recruiting activity because they require new agents to replace business formerly written by members now in the armed services or defense work. Successful new appointments in addition to producing plus business will stimulate and inspire old organization to produce more effective results. Actually, he said, there are many qualified people who are economically disturbed and are available and should be drafted into life insurance selling.

New agents appointed now will be qualified through training and experience to take advantage of increased opportunities which undoubtedly will be

Huge Post-War Low Cost Housing Project for N. Y.

NEW YORK—A huge low-cost post-war housing development to accommodate 30,000 persons covering 72 acres and 18 city blocks, will be constructed by Metropolitan Life at a cost between \$40,000,000 to \$50,000,000 on the lower east side of New York City. The project is the first that has been announced under the state's recently amended urban development act passed earlier this year to encourage insurance companies to develop such projects with the cooperation of municipalities. The companies are permitted to obtain properties condemned by the city for this purpose and operate them exempt for 25 years from paying taxes on the increase in assessed value over the assessed value at the time of acquisition.

Smaller Than Parkchester

Slightly smaller in size than the present Parkchester development of Metropolitan, which covers 130 acres and has a population of 42,000, rentals will average \$13-\$14 a room, including gas, electricity and services.

F. H. Ecker, chairman of the board, described the plan as a major step in the rebuilding of Manhattan after the war with the aim of persuading families with children to remain in the borough. The project will be bounded by 14th street, 20th street, First avenue and Avenue C and the East River and has a present assessed value of \$14,000,000. The 11,000 persons living in the area will be undisturbed until after the war. Only 30 per cent of the project area will be covered by buildings, the balance being landscaped and devoted to recreational facilities.

Terms Action Good Business

The project will be considered by the city planning commission within a few days and the plans then sent to the board of estimate for approval of the agreement between the company and the city. Praising the vision of Metropolitan, Mayor LaGuardia urged other life companies to look into the housing field, describing such action as prudent and good business.

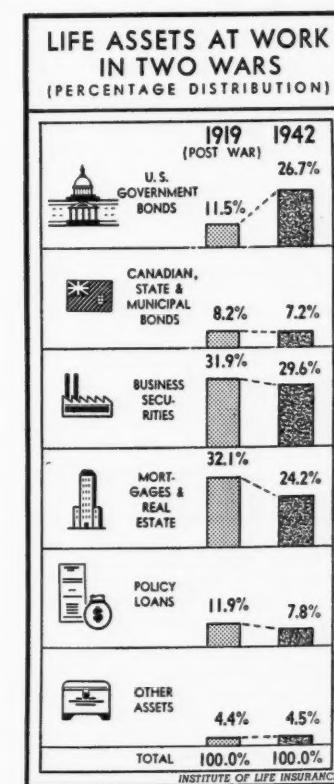
Metropolitan's three projects now under construction at Alexandria, Va., San Francisco and Los Angeles are expected to be completed by early fall.

A daughter, Nancy Elizabeth, was born to W. L. Jessup, manager of sales promotion and advertising for Pilot Life, and Mrs. Jessup.

of lack of use and so the agencies will be better prepared to continue activity in a more opportune time after the war. When the old agent knows the agency is recruiting new men he knows the agency has confidence in the business now and in future. "I wonder what he thinks when we do nothing in this direction?" Mr. Traylor asked.

Tells Media Being Used

The Traylor agency is using advertising, personal contact of managers, agency prospects referred by present agents, prospects suggested by policyholders. Advertising has not given good results but it does show that there are men seeking a change in their work. Mr. Traylor said new organization work in his agency for a number of months has not received full attention and momentum was lost. However, four men have been appointed so far this year and there are many more prospective agents than three months ago. The greatest headaches have come with restrictions due to the rationing program and the confusing and disturbing pronouncements issued through the war man power commission and selective service bureau, but both can be met if they are not taken too seriously, he commented.



presented in the post war period. It is also believed important that recruiting be vigorously promoted right through the war period to make certain the technique of recruiting is not lost because

Blackall Replaced by Ellery Allyn in Connecticut

John C. Blackall, who has served two four-year terms as insurance commissioner of Connecticut and is one of the most valued men in the ranks of insurance supervisors, has been replaced as Connecticut commissioner by Ellery W. Allyn, who has been serving as deputy state comptroller. The change becomes effective July 1. Mr. Blackall is a Democrat and was appointed by a Democratic governor but he has served under a Republican administration as well.

Mr. Allyn is an engineer by profession. He served in the former war and was active in the governor's footguards and on various staffs and held several state military commissions. He served as deputy revenue collector for 10 years and served four terms in the Connecticut assembly. Before becoming deputy comptroller he was secretary to the Republican state central committee.

Mr. Blackall is a past president of the National Association of Insurance Commissioners and has provided stable and enlightened leadership in that organization.

Leon RisCassi, minority leader in the senate, expressed opposition to Mr. Allyn, even though not all of the Democrats would join him in that stand. Mr. Blackall, he declared, had served for eight years, the last four through nomination by Governor Baldwin and "is now being cast aside for Ellery Allyn." He contended that Mr. Allyn had no special qualifications for the office and that he had been secretary of the Republican state central committee and so "drew power to himself so the governor was forced, in my opinion, to appoint him." Majority leader Stanley P. Meade declared that Mr. Blackall also had started in office with no special knowledge of insurance.

Mr. Allyn is from Waterford. He has been active in politics for the past 25 years. Since January, 1942, he has been deputy state comptroller, and from 1940 to 1942 he held the post of secretary of the Republican State Central Committee.

Mr. Allyn, born at Mystic, Conn., and educated in schools there and at New London, after studying at the University of Pennsylvania went into business with his father. Before and after the first war, in which he served with the army's ordnance department as overseas inspection supervisor of all railway and seacoast artillery, he was engaged in the real estate business. He served for a time as chief field deputy internal revenue collector for Connecticut, quitting the post in 1929 to go with F. E. Kingston & Company, investment securities dealers. Since that time, he has served several terms in the general assembly and has been increasingly active in politics.

Tax Institute Book

The Tax Institute, which is integrated with the commerce school of the University of Pennsylvania, has put out a new book called "War Time Problems of State and Local Finance," costing \$2.50. There are various subjects discussed relating to what the war is doing to state and local revenue. It takes up inter-governmental fiscal problems as accentuated by the war, shaping fiscal policies to aid in post-war adjustments, etc.

Pleads Guilty at Los Angeles

LOS ANGELES—A. A. Timson, an agent of Union Life of Little Rock, pleaded guilty in Los Angeles court to transacting business without being licensed and of transacting business for a non-admitted insurer. He has applied for probation.

Washington National Has Profit Sharing Plan for Employees, Agents

The Washington National of Evans-ton, Ill., has got out a savings and profit sharing pension fund for employees, managers, assistant managers and agents. There are about 300 salaried employees that are participants and some 700 others. The plan was largely based on the Sears, Roebuck & Co. pension fund and was devised by Associate Counsel B. P. Sears. He had an opportunity to study the Sears, Roebuck fund inasmuch as he was counsel of the Hercules which it will be remembered was operated by Sears, Roebuck & Co. and finally taken over by the Washington National.

At the beginning the Washington National contributed \$50,000 to the fund. Then it gave 10% of its earnings or profits last year amounting to \$105,000 and the contribution of participants brings the fund now to over \$200,000. Before becoming a member of the fund those qualified must complete one year of continuous service. An eligible employee before he participates must deposit 5% of his compensation provided that none may deposit more than 5% and in no case more than \$250.

The company will contribute each year a sum equal to 10% of the increase in

its surplus account for such year. It is provided that the company shall not be required to make any such contribution until over 50% of all its eligible employees have elected to participate. There are four groups of members. Group A consists of those who have less than five years continuous service; B, those who have five years and less than 10 years; C consists of depositors who have 10 or more years of continuous service excluding depositors who have 15 or more years of continuous service and are over 50 years of age. Group D consists of depositors who have 15 or more years of continuous service and are over 50 years of age. Those in group A shall participate pro rata on the basis of their respective deposits during the preceding calendar year. Group B shall participate pro rata on the basis of two times their respective deposits; Group C will participate on the basis of three times and Group D four times.

A depositor who has completed 10 years of continuous service and five years of continuous deposits will be entitled to withdraw all amounts which are credited to his account at that time subject to certain restrictions.

Seek to Improve Sales to Soldiers in New England

About 80 life insurance officers of the army in the New England sector gathered in Boston for a two day session in the interest of improving the sale of National Service Life Insurance. They were presented with a confidential history of the government's life insurance since the former war, duties of the life insurance officer, fundamentals and technicalities of life insurance and advantages of national service insurance. General Blood said that upon this group rested the responsibility for educating the men to the advantages of taking out the full \$10,000 of insurance. Colonel Herrell said that in the event of casualty in combat if there were no life insurance, the company commander may well feel that he was remiss in duty to his soldiers and the members of their families.

Group Writings in Iowa Show Big Gain in 1942

DES MOINES—Life companies showed a large increase in group insurance written in Iowa in 1942 with a total of \$66,709,013 as compared with \$44,470,423 in 1941, the Iowa department reports. Total group insurance in force at the end of the year was \$149,912,349 as compared with \$133,304,049.

The large increase was due to the fact that Equitable Society wrote \$32,334,610, as compared with only \$4,019,486. Its insurance in force was \$30,488,336 compared with \$12,509,120. This put Equitable at the top among group writing companies. Travelers wrote \$12,770,017 and had \$39,759,052 in force and Aetna Life showed \$5,876,400 and \$22,760,181 in force.

Industrial also showed a \$5,789,776 increase in insurance in force. Total production dropped, however, with only \$15,393,620 as compared with \$20,450,515 in 1941. Insurance in force totals \$155,519,560 as compared with \$147,729,784 in 1941. Prudential still tops the field with \$8,089,555 written and \$76,027,150 insurance in force.

Reynolds in Ind. Law Firm

Hugh E. Reynolds has been taken into the insurance law firm of Slaymaker, Merrell & Locke at Indianapolis, now to be known as Slaymaker, Merrell, Locke & Reynolds. Mr. Reynolds has been connected with the firm for several years and is well known to insurance men.

Mass. Mutual Agents Association Meets

The officers and members of the executive committee of Massachusetts Mutual Agents Association met this week at the Edgewater Beach Hotel, Chicago. Vice-president C. O. Fischer and Assistant Director of Agents Lambert Huppeler represented the home office. F. T. McNally, Minneapolis, is president; J. W. Tyson, Richmond, vice-president; J. E. Cremen, Washington, D. C., secretary.

Committee members present were C. A. Schaaf, Rochester, N. Y.; K. E. Williamson, Peoria; C. K. Litchard, Springfield, Mass.; A. J. Butzer, Milwaukee; F. W. Howland, Memphis; I. B. Jackson, Cincinnati; L. E. Simon, New York City; Millard Orr, Philadelphia.

General Agents E. W. Hughes and A. R. Houle of Chicago and Geo. E. Lackey, Detroit, sat in at some of the sessions. Arrangements were made for a series of regional meetings of general agents in various parts of the country.

Signs Mich. Group Bill

LANSING—Gov. Kelly has signed an act of the Michigan legislature broadening the law governing group insurance.

The new law gives the commissioner discretionary power in sanctioning groups and in disapproving proposed groups. Any group sanctioned must, under the law's terms, be composed of 250 or more persons and a special \$50 application fee must be paid whenever any new group is sanctioned. Members of a group may be employees of one or more employers or members of one or more organizations but a showing must be made that they fall into a natural group for insurance purposes.

The commissioner is specifically permitted to disapprove applicants if: It appears there would be insufficient economies to the insurer to justify a group rate; if special hazards are presented not usually found in groups; if the group plan proffered embodies actuarial unsoundness in any respect; if the group fails to preclude individual selection of persons to be insured. In the absence of any common employer or organization executive, the law allows the naming of a trustee for any new group created.

Gov. Kelly has signed a new act under which retaliatory provisions of the Michigan law as regards collection of taxes and fees is placed on an aggregate rather than a "fee-for-fee" basis. Thus outside companies licensed in Michigan will be required to pay only the aggregate of the taxes and fees charged a Michigan carrier of a similar class admitted in their domiciliary state.

Some Companies Put on Brakes

Some of the companies that have been active in the pension trust field are putting on the brakes somewhat. For instance, Mutual Benefit Life after the middle of May will take no more brokerage business in that field. Some of the Mutual Benefit Life general agents have been producing much of this business themselves and their agents have been getting considerable brokerage. Some companies are refusing to take the business at all. The investment feature, of course, is one that the companies are not anxious to encourage and furthermore the question arises after the war as to how much of the business will stick. However, for the time being it is regarded as a very choice plum.

Increase in Non-Medical Limit

DES MOINES—The Iowa legislature has adjourned after passing measures permitting life companies to issue non-medical policies up to \$5,000 instead of up to \$2,000; and authorizing fiduciaries to invest trust funds in life, endowment or annuity insurance policies for wards or beneficiaries.

Impressions on Eastern Trip Summed Up

By A. R. JAQUA

This is the second installment of Mr. Jaqua's observations on his recent eastern trip.

New York: Hotel accommodations are scarce; meals are high, taxicabs reasonably plentiful; private cars scarce. Street lights are dimmed every night and one night we had a complete blackout—and I mean complete. A group of us tried to stand in front of the hotel and look at nothing, but an air raid warden shooed us back into the lobby—and quite rightly so.

Cecil North, vice-president of Metropolitan—and that company doesn't pass out v.p.'s unless you really have something on the ball—talked before a luncheon meeting of the C.L.U.'s. He showed what had happened to interest rates and mortality; spoke of the good work being done by men on the debit and suggested that agents selling only ordinary would be surprised to find that industrial insurance costs perhaps only 15 percent more than ordinary if collected weekly and perhaps only 5 percent more if premiums were paid at the office. Mr. North does a good job of building good will for his company.

This suggests that possibly companies undervalue the good will built by some of their contact men, for example, the late A. E. N. Gray, assistant secretary of Prudential, known and liked nationally.

An entirely new spirit is manifest in the old Mutual Life of New York. President Douglas usually comes up from Washington and spends most of Saturday—make no mistake, he still runs the company. Alec Patterson, as acting head, is as democratic and suave as is possible for a man with his tremendous drive and punch. Few agency heads are better liked than Roger Hull, who came up the hard way and is quite willing to sit down in any of his 80 odd agencies and talk man to man with the whole staff. Ben Williams and his six fine assistants—former agency organizers for the company—are doing a great job in education and training. They have more than 1,000 men taking the D.L.B. Agent's Service.

Selling Service Life Insurance

You have doubtless read of the job being done by agents from the New York Life Underwriters Association in selling National Service Life Insurance to men who did not buy when solicited through army channels. The army couldn't quite understand why agents would give up time to do the work, and suspected the worst—that each agent would try to sell the soldier some insurance in his own company—but when 72 soldiers who had turned the army down were interviewed by agents who sold 50 of them for an average of about \$8,000 National Service Life Insurance, the officers changed their minds.

The plan may be adopted nationally. And this National Service Life Insurance—now approximating \$50 billion—is a perfect example of the fact that life insurance has to be sold. Men in charge of life insurance at the various camps have charts, graphs, leaflets and a high pressure sales talk, plus low rates and no war clause. The boys are really asked to buy. And even at that they have to call upon agents to sell those who can't be sold by the ordinary army methods.

Acacia Seeks Half Billion

Washington: Acacia Mutual is celebrating the 50th anniversary of President William Montgomery's leadership, and well it may. Vice-president and Agency Director Sam Mooers is shooting for insurance in force of a half billion and his agencies have promised it to him.

My general impressions of the trip are some insurance companies are hot for

pension trusts and others will have none of it. Some men think pension trusts will increase in number and be a big feature of future sales—others believe that after the war the employer may find it difficult to make contributions, and lapses may be heavy.

Salary savings business is going ahead. Most companies who want this business have not yet appreciated that to get franchises there must be home office specialists to close the deal. Also with high taxes and an increasing number of deductions, employers are not as easy to sell as they were a year or so ago.

Among managers and general agents, there is not too much happiness, what with men leaving for defense plants or military service. Decreased production isn't the big worry because production isn't off much; difficulty is mostly due to uncertainty and a generally unsettled feeling. Some are holding status quo, not trying to recruit; others are doing a fair job of recruiting and, in general, a better than average job of training.

Agents, on the whole, are doing a better job than ever. Per man and per woman they are selling more life insurance than ever before. The good ones are picking off some business insurance, pension trusts, salary savings, or tax business along with their regular production. Agents in rural sections are really making records.

There is a lot of healthy grousing—"Why aren't we under social security?" "Why doesn't my company have a prospect bureau?" "Why don't we have retirement plans?" "Why don't they pay me for service calls?" "Why can't I get some home office help on this big case?" "None of my prospects are making any more money and living costs are up." "I don't know whether to stay with my job or try to get in the Army." The agent in the future will unquestionably be more carefully selected, better trained, better financed, more strictly disciplined, have his job more carefully laid out for him, have more able men directing him.

Big Buyers Are Analyzed

Managers and executives led all other occupational groups in number of big policies bought and in total volume thus purchased during the first quarter of 1943, according to Lincoln National Life.

The big buyer groups listed according to number of policies bought were: managers and executives, professional men, individual proprietors, skilled workers, clerks, salesmen, farmers, students, and unskilled workers.

There were more than 2½ times as many large buyers in the manager and executive group as in the next highest classification. Managers, executives, and professional men accounted for more policies and larger volume than all the other classes combined.

In regard to total amounts purchased the groups ranked in the same order.

Outstanding Small Town Producer

W. B. Wetzel, Sterling, Ill., general agent Northwestern National Life, is making an unusual record for a small city organization. His agency now ranks 17th in the company while in personal production he ranked 12th in volume and 16th in applications in March.

As there is little war work in his community, Mr. Wetzel has been getting most of his business from farmers. As selling farmers is time consuming as they are slow to act, Mr. Wetzel has worked out a successful plan of getting them to come into his office. He has worked up a group of centers of influence who continually recommend to farmers that they go to see Mr. Wetzel.

To keep these friends working for him, Mr. Wetzel has an outstanding party every year to which they are invited.

Analysis Is Made of Non-Medical Trends at Present

NEW YORK — In connection with the current interest in non-medical business, which some companies are now issuing for the first time and which others are issuing under more liberal plans, it is noted that the 90 companies listed as issuing non-medical in "Who Writes What?" published by THE NATIONAL UNDERWRITER, many have reduced upper age limits in the past year because of the heavy mortality on non-medical risks over 40. Up to age 35 studies show mortality on non-medical is as good as examined business; over 40, it is heavier, with very unfavorable experience over 45. Over half of the companies listed, 48 now use 40 as the upper limit.

Of the 90 companies, nine issue non-medical for the first time. Fifteen have reduced their lower age limit, in most cases the lower limit going from 15 to 0. Seventeen of the companies in the list have increased the size of the policy they will accept on a non-medical basis.

Little Rock Company Fights Court Order

LITTLE ROCK—Attorneys for Security National Life have indicated they would file an appeal with the Arkansas supreme court on the ruling of Chancellor Dodge in Pulaski chancery court March 30. Dodge refused a petition to put the company in receivership, but retained jurisdiction of the suit by Ike McCullough and 1,363 other policyholders who seek to recover \$24,377 in premiums.

At an earlier hearing defendants were required to post \$10,000 bond and hearing was set for April 20. The original suit was filed in Pulaski county circuit court Dec. 30, 1941. Assets of the company are insufficient to satisfy sums allegedly due, an answer filed to the claims of the plaintiffs said.

The 1941 statement of Security National showed assets of \$19,110.

Plaintiffs, a majority of whom are employees of the Bradley Lumber Co., Warren, Ark., allege that the insurance company contracted for and purchased assets of Southern Equitable Life on April 1, 1938, and under the purchase agreement contemplated continuing collection of premiums from the lumber company employees through payroll, as begun by Southern.

Fraud in breaching plaintiff's contract by failure to collect premiums in the established way was also alleged in the suit.

48 Hour Week Question Is Still Undetermined

The question of the applicability of the 48-hour week to insurance offices in the cities designated as critical areas is still undetermined. In Baltimore most of the offices apparently are asking for specific treatment based on their individual problems. For example, one office is emphasizing the large number of married women now employed and who will not and cannot work on Saturdays. Another points out that to go on the 48-hour basis would not permit them to release employees, as they are losing men rapidly to the draft and it would be unwise to let anyone go, then only to have to rehire again after the draft had made serious depletions. Others are emphasizing current night work several nights each week as being the equivalent to the long week.

In Springfield, Mass., it is understood that the companies have been granted permission to continue on the 40 hour basis. Reports are that in Hartford the government will authorize the insurance companies to operate on a 44 hour basis with the understanding that as quickly as possible they will go to the 48 hour

Not Yet Tapping War Industries

Proper or Efficient Method of Approach Has Not Yet Been Found

Company executives realize that they are not getting their rightful share of business from so-called defense and government plants where good wages are paid and where people have much more money to spend. There are instances here and there where a general agent or an agent has access to plant workers and is making a success in getting business. However, these are isolated instances.

There has been no general procedure worked out and applied that has been successful in attracting this particular class.

Looking for Better Entree

Agency managers agree that a different technique and approach must be made. There should be some formula or plan evolved that will hit the mark. In the first place, these workers must be better informed as to life insurance and especially as to difference between first-class companies and those that are not reliable. Many are hearing insurance advertising over the radio and in some cases the companies are not to be put in the permanent class and are offering policies that are deceptive or impossible to carry out for any great length of time.

Those that have studied the situation feel that the approach must be made by someone who can speak the language of the workers, who knows their needs and conditions and who can interpret life insurance to them in a way that they can understand and appreciate. Undoubtedly a considerable part of this work will involve fireside canvassing, that is, the work will have to be done in the home because the head of the house is employed during the day. At least the approach will have to be made through the wives.

There are hundreds of thousands of workers now in these so-called defense plants and similar industries that are getting excellent wages and if they could be tapped it would mean much to life insurance. Probably a plan would have to be evolved that will keep the wholesale idea in mind. It is generally thought that most of these workers will be employed after the war because many peace time industries will be humming and will need employees.

Set Up Radios for Broadcast

NEW YORK — Many companies, agencies and brokerage firms in the insurance section here have arranged to provide radios in their offices next Wednesday so that personnel may listen to the broadcast on "Insurance and the War Effort" at 1:45 eastern wartime on the Blue network, according to J. L. Madden, vice-president of Metropolitan Life and chairman of the insurance division of the U. S. Chamber of Commerce, which is sponsoring the broadcast in connection with the division's luncheon meeting at the Waldorf-Astoria. The same procedure is being followed in other insurance centers throughout the country.

The half-hour broadcast, first of its kind to be presented on behalf of the entire industry will feature dramatizations or actual incidents setting forth the insurance business's contribution to the war program. Jesse Jones, secretary of commerce, will be the final speaker.

week. In Detroit an extension of time has been granted to the insurance companies to comply.

When the prospect says: "I don't need it"—ask him, "Can you change the 'I' to 'We' and still make that statement?"

Policy Loans Much Lower Than in 1941

Repayments Were Made on a Substantially Larger Scale

Repayments of life insurance policy loans were on a substantially larger scale during 1942 than in the preceding year, indicating that people are taking advantage of increased earning power to reduce their debts, according to the Institute of Life Insurance.

Actual loan repayments were substantially in excess of the net reduction of \$220,000,000 in aggregate loans outstanding with the insurance companies. New loans also were made in some volume to meet emergency situations which always arise in case of individual policyholders even in times of prosperity. However, the aggregate was from 30 to 40 percent less than in 1941. Total policy loans outstanding at the year end were \$2,700,000,000, a decrease of more than a billion dollars from the all-time peak reached in 1932. Currently, the ratio of policy loans to total assets is at an all-time low representing only 7.8 percent as compared with 18 percent in 1932.

IN U. S. WAR SERVICE

George L. Dyer, Jr., general agent of Columbian National Life in St. Louis and president of the National Association of Accident & Health Underwriters, has been called for army service. He took over the direction of the St. Louis agency last year on the death of his father, George L. Dyer, Sr., with whom he had been associated for many years. Mr. Dyer has long been active in both life and accident and health association work.

Stewart M. Scott, supervisor of the Winnipeg branch of Canada Life, has been promoted to lieutenant-colonel and has been appointed to command the reserve battalion of the Winnipeg Grenadiers. He saw service overseas in the former war and received the Military Cross for gallantry at Vimy Ridge.

Capt. Albert G. Schmedeman, Jr., formerly superintendent of agencies of National Guardian Life, Madison, Wis., has been promoted to major and assigned to duty in Washington, D. C.

Lafin Jones, assistant director of agencies of Northwestern Mutual Life, has been commissioned lieutenant (j.g.) in the navy and is awaiting assignment to active duty.

G. M. Hughes, agency organizer for the J. A. Lanigan agency of Mutual Life of New York in Boston, has been commissioned a first lieutenant in the engineers amphibian command and has reported to Camp Edwards.

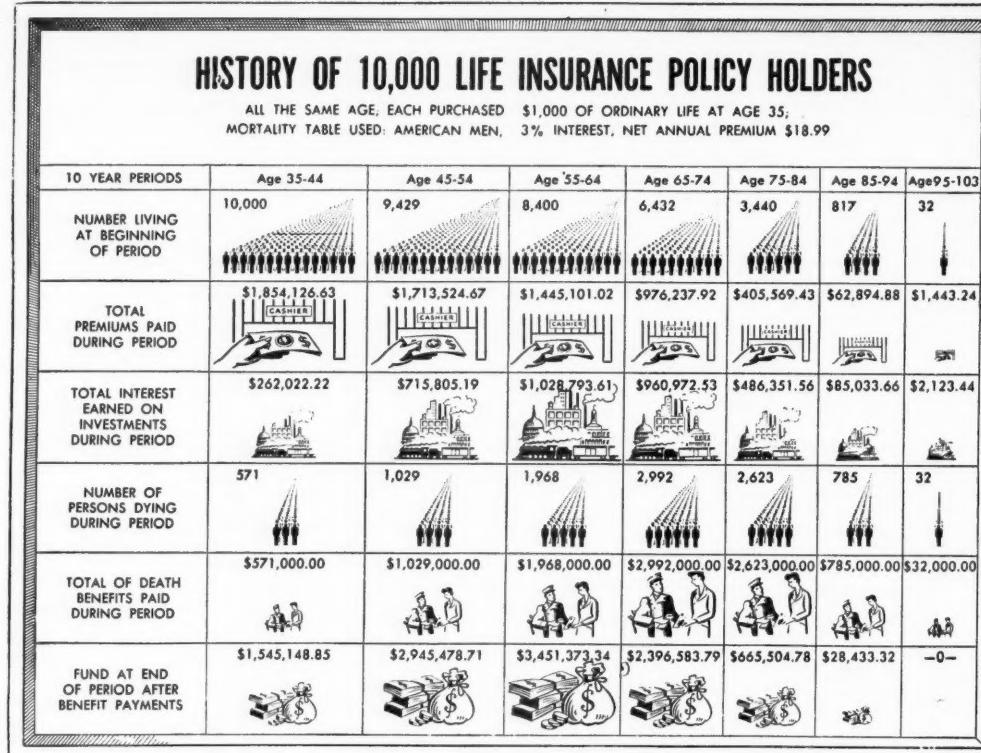
Charles H. Heyl, director of agencies of Bankers Life of Nebraska, has finished his training in the officers' school at Camp Wallace, Tex., and has been transferred to San Francisco.

Grant M. Hudson, Jr., life department manager of the Lanphar agency of Detroit has been commissioned a lieutenant (j. g.) in the naval reserve.

Operate on 44-Hour Week

Bankers Life of Iowa has now gone on a 44-hour week basis. In the past it has been operating on a 39-hour schedule. Employees with the exception of officers and a few others will be paid extra for the longer hours. The personnel has been reduced by more than 20% since the Pearl Harbor attack.

Business Men's Assurance of Kansas City recently went on the 44-hour week.



Canadian Insurers Show Interest Rate Has Declined

TORONTO—Of 29 life companies in Canada which answered a questionnaire, 25 report that their rate of interest on invested assets declined in 1942 from 1941. Company executives believe this downward trend will continue, due to the fact that the government is encouraging money at lower interest, etc. The results of the survey follow:

	1939 (First full year after 1941 war)	
	1942	1941
Canada Life	4.15	4.21
Commercial	4.49	4.45
Confederation	4.32	4.46
Continental	4.67	4.78
Crown	4.45	4.63
Dominion Life	4.46	4.55
Dominion of Can.	4.33	4.52
Eaton	4.49	4.55
Empire	4.48	4.59
Equitable of Can.	5.15	5.00
Excelsior	4.41	4.53
Fidelity	3.58	4.08
Great West	4.05	4.06
Industrial	5.00	5.05
Imperial	4.14	4.21
London	4.53	4.68
Manufacturers	4.18	4.51
Maritime	4.62	4.70
Mutual of Can.	4.57	4.59
Monarch	5.26	5.17
Montreal	5.03	5.10
National of Can.	4.71	4.73
North American	4.39	4.58
Northern	4.68	4.56
Sovereign	5.14	5.40
Sun	3.85	3.98
Sauvegarde	4.36	4.54
Toronto Mutual	4.78	4.82
Western	5.05	5.36

Doty Continues Loan Work

LINCOLN—Howard Doty, who was vice-president of United Limited Life when taken over recently by Security Mutual Life of Nebraska, will have charge of a special division of the latter. Mr. Doty had specialized in writing insurance on the lives of bank borrowers, the insurance being collateral for the loans, and will take over production and conservation of this type of business.

Insurance Librarians' Program

Insurance librarians are planning to meet at the Hotel Pennsylvania, New York, June 22-24, as a part of the annual Special Libraries Association Convention. Mariana Thurber, Employers Mutual Liability, chairman of the group, plans to include discussions of library problems connected with the war and with social insurance developments.

Banker's Shortage Brings Out Interesting Angles

PORTLAND, ORE.—A shortage of \$388,669 in the funds of the Harney County National Bank of Burns in southeastern Oregon has been discovered by an audit undertaken following the death by suicide of Edward N. Brown, vice-president.

Pending completion of the audit a trial of a suit involving proceeds of two life insurance policies for \$10,000 each on the life of Brown was held in abeyance. The policies were payable to the banker's mother and she filed the original action in federal court to collect the amount. The Federal Deposit Insurance Corporation is also claiming the money, stating that the premiums were paid from bank funds. New York Life, which wrote the insurance, has filed an interpleader asking the court to determine who should be the recipient of the money.

Howland Retires as Chairman

National Life directors met at the home office for their quarterly meeting, with President Elbert S. Brigham presiding for the first time, owing to the resignation of Chairman Fred A. Howland at the January meeting upon reaching the age of 78. Mr. Howland, who remains a director, presented a tribute to Frank C. Partridge, senior member of the board, who died March 2 after 31 years on the board.

Study Typical Agency Leader

Mutual Life finds that its typical 1942 agency leader is 44 years old; is married and has two children; writes almost two-thirds of his business on executives and professional people; works in a town of less than 50,000; will have earned about \$5,000 on his 1942 business alone; uses a simple programming method of selling, and is enrolled in the Mutual Life training program for continuous, systematic study. The "typical agency leader" sold 20.4% more business in 1942 than in 1941 but only 8% of his total business was on war workers.

Members of the E. L. Carson agency of Equitable Society in Milwaukee gave a testimonial luncheon for Dr. E. P. Evans, a medical examiner of the company for 15 years.

Convention Dates

April 26-27, North Central Round Table Life Advertisers Association, Chicago, Edgewater Beach Hotel.

April 27-29, U. S. Chamber of Commerce, annual meeting New York City, Waldorf-Astoria Hotel. Insurance Section April 28.

May 12-13, Association of Life Insurance Counsel, New York City, Waldorf-Astoria Hotel.

May 20-21, Home Office Life Underwriters Association, New York City, Hotel Pennsylvania.

May 26-27, Bureau of Personal Accident & Health Underwriters, New York City.

May 26, Industrial Insurers Conference, Atlanta, Henry Grady Hotel.

June 3-4, Health & Accident Underwriters Conference, Chicago, Edgewater Beach Hotel.

May 27, Canadian Life Insurance Officers Association, Toronto, Royal York Hotel.

May 26, Canadian Life Agency Officers Section and Life Insurance Advertising Section, Toronto, Royal York Hotel.

June 3-4, American Institute of Actuaries, Chicago, Edgewater Beach Hotel.

June 6-7, National Association of Insurance Commissioners, Boston, Statler Hotel.

June 10-11, National Association of Accident & Health Underwriters, Pittsburgh, Roosevelt Hotel.

Sept. 13-14, International Claim Association, Chicago, Edgewater Beach Hotel.

Millholland Agency Banquet

COLUMBUS—The Columbus agency of Ohio National Life held its quarterly meeting in the form of a banquet. Grant Westgate, assistant superintendent of agents from the home office, attended. Emmett Millholland was designated "head man" of the agency for the first quarter. J. W. Millholland is manager.

The B. F. Provost agency of Chicago leads American Mutual Life in agency accomplishments for the first three months of 1943. This record is based on paid-for production, sales results of old and new organizations, persistency of business, and average size policies.

R. M. Vetter, manager of the Wisconsin Agency, general agent of Continental Assurance, spoke on "Life Insurance" at a dinner meeting of the Madison Insurance Women's Club. President Grace Clapp of Fish & Schulkamp announced plans for participating in the annual meeting of the National Association of Insurance Women in Milwaukee June 16-19.

April 23, 1943

Sales Ideas and Suggestions

Wartime Sales Problems Viewed in San Francisco

SAN FRANCISCO—More than 500 attended the annual northern California sales congress, devoted to "War and How to Meet Its Problems." William H. Brock, Jr., San Francisco manager Union Central Life and president San Francisco Life Underwriters Association, opened the gathering. R. E. Wood, manager Phoenix Mutual at San Francisco, general chairman, presided at the first session.

H. Kenneth Cassidy, San Francisco general agent Pacific Mutual Life and president California association, discussed "What Are We Fighting For?" Life insurance possibilities have "barely been scratched, either in the field of opportunity or in the field of responsibility," he pointed out. What a tremendous difference it would make, he said, if 40% instead of 8% of the surplus dollars went into life insurance.

Mr. Cassidy urged an enlightened public opinion on "the dangers inherent in trends towards socialization, a public that is likewise informed of the true values and security available through the free man's institution we call life insurance, the one leading to a mass security that levels men downward, the other to individual plans that lift men up."

Is Teaching Job

"The field man's task is a teaching job. We should concentrate upon fundamentals in the field of governmental ideologies and in the field of life insurance service. If we prove to be good teachers, we will not need to worry about future sales. If we are not good teachers, the time may come when we will have nothing to sell," Mr. Cassidy warned.

Agents can secure a valuable list of prospects by continually asking themselves, their clients and centers of influence, "Whom do you know who is making more money than ever before?" Clifford Henderson, San Francisco manager Prudential declared. He told how one of his agents is making an outstanding production record in writing war workers who have just purchased new homes, most of them with mortgages. "See today's market through the eyes of intelligent underwriters" and bear in mind that there is a tremendous increase in personal and corporation income, Mr. Henderson urged. There are tremendous decreases in returns from invested capital with rising taxes and life insurance is the answer to many of these tax problems, he pointed out.

Taxes Emphasize Life Insurance

Discussing "Taxes, Taxes and More Taxes," Samuel W. Coombs, Equitable Society, Oakland, said that the old way of building an estate by buying real estate, bonds, stocks and other types of investments for future income has practically been wiped out in recent years because of high taxes, low returns, etc. The only type of investment left where the investor knows where his money has gone, what it is doing for the future of the country and when it will be paid to him, by a solid guarantee, is life insurance. He cited many instances of where life insurance can be written for tax purposes, warning, however, against life agents endeavoring to be tax experts unless they study the subject carefully.

Isaac S. Kibrick, New York Life, Boston, life member Million Dollar Round Table, told of the growing "saving mood" throughout the country. He urged agents to "tap" the family pool where there is now more

money, and to "tap" the business pool where there are increased resources.

H. R. Breakenridge, Oakland general agent Equitable Life, Ia., and vice-general chairman, presided at the afternoon session. Six representatives of the Chartered Life Underwriters and Quarter Million Round Table under the chairmanship of Gordon Coryell, Mutual Life, presented a panel discussion on "Bombing the Opposition." G. M. Allen, Pacific Mutual, Oakland, presented his successful telephone technique in securing interviews and even, in some instances, completing the business; Mrs. Bruce Ashton, Connecticut General, Salinas, told "How a Woman Sells a Man." Mrs. Ashton said she did not believe there is any difference between the way a woman sells and the way a man sells—the real question is whether you are a good underwriter and know your business." The average intelligent man is willing to believe that a woman agent is likely to know more about what it will take to care for his wife and family than a man might know. Where a business man seems to prefer to deal with men, she always gives him an "out" by asking if he objects. In many instances the objection is thus overcome. She often finds that if a woman knows business insurance problems thoroughly, the executive is so surprised that on occasion it is much easier to sell him than if a man agent were on the case.

Build Sales Through Options

E. T. Golden, New York Life, told how options in old policies no longer obtainable may be used in building a program, and new insurance written to take care of the expenses of the estate for which the old policy was originally intended.

Erle Collins, New York Life, discussed life insurance as an investment for middle-aged men. While family protection is still the basic function of

life insurance, most middle aged men no longer need the same amount as they did during the growing years of their family and can use their excess money for investment purposes. For these men, Mr. Collins writes a high premium retirement policy. Many clients who are making more money today than ever before are taking life insurance with annuity options and paying several years premiums in advance, he reported.

Harry N. Graubart, Metropolitan Life, discussed supplementing social security benefits through life insurance. E. E. Raymond, Equitable Society, told of the service to be rendered policyholders who are entering the armed services.

Inflation Warning

"Financial Stability During and After the War" was discussed by Dr. Glenn E. Hoover, professor economics and sociology, Mills College. He said that the inflation situation will become steadily worse unless the people take a positive and active interest.

Ron Stever, Equitable Society, Pasadena, chairman Million Dollar Round Table, analyzed the fundamentals of successful production. First, it is necessary to have an adequate plan for prospecting, an organized routine that becomes automatic; a definite plan for building prestige; and an ability to realize objectives. He stressed the value of gathering advance information on prospects. He uses pre-approach letters as he finds it much easier to see prospects if a letter has been written in advance. Further, by making appointments by letter he is kept on the track in following up appointments. He has had considerable success in getting prospects to come to his office. He has pursued this plan to the point where one-third of all his interviews are now in his own office and more than one-third of his business is closed in his office.

Mr. Stever urged constant study of changing markets. In building prestige there is no substitute for work well done, he said.

Ernest Ingold, president San Francisco Chamber of Commerce, spoke on "The Peddler Looks Forward."

Psychology of Sale Explained by General Agent Reiley

Stick to the needs and to the solution, E. L. Reiley, general agent of Penn Mutual in Cleveland, counseled in a talk on the buyer's viewpoint at the sales congress sponsored by the Chicago Association of Life Underwriters. They are the basic issue and prospects must face them. Conviction and knowledge are required in developing needs and presenting their solution, but understanding and courage are necessary to plead the case in a way that cannot be misunderstood and will make the prospect realize his culpability if he continues to avoid his responsibility.

Emotions are the foundation of interest in life, Mr. Reiley declared. The emotional force is the greatest natural force on earth. The man who can control this force in others possesses the power of leadership. Mr. Reiley stressed that the buyer acts as the result of an emotional impulse and then attempts to rationalize his action by logical reasoning. It is essential to the prospect's satisfaction that he be able to rationalize to the prospect.

In every good sale, Mr. Reiley said, there should be the logical factors for rationalization and the emotional factors for getting action. If the latter factors are omitted a sale will not be made; if the former factors are lacking, the sale may

be made but the buyer may not be able to rationalize and will be a dissatisfied customer.

Mr. Reiley said within each person there is a "judge" who presides over all the individual's actions and which is conscience. The judge disapproves when any action is taken which cannot be justified by a process of reasoning and punishment is inflicted. When life insurance is presented on the basis of real needs, that is, the need to replace the earning capacity of the breadwinner, or to make up for the loss which occurs when a man dies, then the logic and impulse both are pulling in the direction of the sale. There never is any controversy or incompatibility. Logic will justify it completely, the emotions will prompt the act, and it will be satisfactory to the prospect.

Reluctance of prospects to grant an interview probably is based on emotion and not on logic, he said. This emotion may be fear, a subconscious realization that the agent may point out some duty which the prospect is trying to avoid. Men who have an adequate insurance program or know they are uninsurable are not reluctant to talk to a life agent. It is only the vulnerable ones who don't want to see him.

The agent may calm his fears by in-

dicating the desire on a friendly interview with a view to assisting in the accomplishment of the man's objective, but that in itself will not be sufficient. A negative emotion or force is prompting him to avoid the interview, Mr. Reiley explained. "If we want an affirmative answer, obviously we must create a positive force of greater intensity; we must appeal to an emotion stronger than the existing fear. Men will go to great extremes because of the devotion that they have for their family. They will exert themselves almost beyond measure in the interest of self-preservation and they will certainly go to great lengths to satisfy the desire for profit. These emotions, then, should be sufficiently strong for our purpose, and if we base our appeal on love of family or self-preservation or the profit motive I believe we will effectively overcome the impulse which prompts him to refuse us a hearing."

Two Elements to Stress

He said in presenting the case there are only two factors which are significant with regard to the logic of the presentation. The first is the man's needs, which must be developed fully and completely, drawing from the man his convictions with regard to his needs so there would be no doubt in his mind when they are established. The second factor is solution of his problem, explaining the plan which meets the needs, making it clearly understood by him so that he can compare the solution with his present situation. It is the dissatisfaction with existing conditions resulting from such a comparison that provides the material for the necessary closing, Mr. Reiley said.

"When the case is so presented, the logical development is complete and it remains for us to stimulate the emotional impulse which is strong enough to produce the action which the logic dictates," he said. "Therefore we should now introduce our strongest appeal, which in all likelihood will be based upon the fundamental emotion of love for his family. When that has been effectively done, if our previous reasoning is sound, he should close."

Why Some Closes Fail

Mr. Reiley said when a man fails to close it is not necessarily true that some fundamental error in the steps has been made but rather that perhaps the agent has not completed his analysis of the buyer's viewpoint. At this point the buyer will recognize that to follow the course of action proposed by the agent will mean postponement of gratification of some other want or pleasure. He won't give in without a struggle. He will not say to the agent, "No, I won't buy life insurance because I want to take a trip to Florida." Instead he says taxes are too high or things are too uncertain or that he has to buy bonds. He defends his position with the strongest logic that he can muster. While it may not be the true cause, the agent has to deal with the situation. He can find the answer only in an understanding of the prospect's viewpoint.

"Why does the prospect permit the interview to continue at this time if he is determined not to buy? Why doesn't he terminate the interview? He could do so very easily and even graciously. The reason he does not do so is that he isn't even talking to the agent when he makes his excuse. He is pleading his case before his conscience," Mr. Reiley concludes.

If the agent permits the man to convince him at this point in the sale, instead of inducing him to provide for his family the agent will have become the instrument which the man uses to avoid

that responsibility. If the agent attempts to combat his objections by attacking his logic, he may still become the unwilling accomplice of the man's strategy.

The agent may be drawn into a discussion of taxes, inflation, duration of the war or other controversial and irrelevant subjects. The prospect is satisfied to get an indefinite postponement of the life insurance proposal, if not complete abandonment of it. The agent can meet this problem only by sticking to the basic problem, which is solution of needs and making the man face them.

Daily Prospecting Habit Necessary for Success

Make prospecting a daily habit. Success in life insurance selling depends upon it. This was the advice of Ellen M. Putnam, National Life of Vermont, Rochester, N. Y., in her talk at the Boston sales congress Thursday. No life agent is too good, too successful to escape the need for "continuous flow" prospecting, she said. There is a simple test. If at any time the agent has no one to see, no place to go, he hasn't been getting enough prospects. She urged making each call produce one prospect, the daily newspaper two and other sources two each day.

"The underwriter who will work out a system of habit patterns to get prospects every single day is much nearer success than the underwriter who does spasmodic prospecting," she said. "We must learn the technique of systematically going from people we know to people we do not know. The easiest way to do this is by asking questions."

How to Increase Acquaintance

People from whom the agent buys are good prospects. She advised diversified buying: Get meat at one market, groceries at another; buy the gas and oil for the automobile at one place, have repairs done at another. One's acquaintance can be increased through group activity, she said. Some agents are successful purely through their social contacts and the endless chain method but others find it necessary to take active part in civic or community work.

Many times prospects may be found through watching for changed situations, such as a new job, a new baby, a new home, death or disability of a friend or acquaintance, an inheritance, promotion, less responsibilities which make available more money for insurance.

Miss Putnam keeps a separate section in her prospect file which she terms "yearly file." In this are tabs for the next 10 years, under which by years may be filed names of policyholders or prospects' children who will become 9½ years of age, facts about maturing endowments, policies becoming paid up, term insurance expiring, mortgages paid off, college expenses finished.

Procedure Recommended

After finding a changed situation, she said, try to get some point of contact or the privilege of using a third person's name. If this cannot be done, send a letter or company circular and call in a few days. Call on a new prospect as soon as possible after getting the name. Failure to do so may result in some other life agent making a sale.

A stimulating new approach to prospecting is to go through the old prospect file with the thought of discovering persons who would be interested in a certain type of policy, such as family income. The next day a different type such as business insurance or juvenile may be selected.

Miss Putnam said a life agent's services are not essential to the war effort unless they are productive. Each agent must find his little niche, such as the type of prospects with whom he is most successful, and work these intensively.

C. L. U.

Metropolitan C.L.U. Group Winds Up First Year

Metropolitan Life has its specially organized chapter of chartered life underwriters which is just winding up its first year. There are about 150 members in this country. The officers are: President, Woolf Guon, Chicago; vice-president, George H. Means, St. Louis; secretary-treasurer, Fred E. Hamilton, New York City. Dues are \$1 annually. A constitution was adopted which sets forth purposes as being to provide a medium for exchange of ideas which advance the cause of professional life underwriting, to maintain and improve, if possible, a high standard of service to the public, and to adhere rigidly to the code of ethics which the C.L.U. designation exemplifies.

One of the primary purposes is to assist Metropolitan agents who are working for the C.L.U. designation and to interest other agents of that company in the movement.

Stever Presents Pension Trust Pointers in S. F.

SAN FRANCISCO — Pension trusts are becoming more popular and are passing through the "trial and error" cycle to a large extent, Ron Stever, Equitable Society, stated in a discussion before San Francisco C. L. U. chapter. Mr. Stever advised life agents not to try to become pension trusts specialists but to endeavor to remain "general practitioners."

It is first necessary to determine what group of employees are to be included under the pension trust, the benefits to be included, method of installation and administration. Most of the plans now being adopted are on the non-contributory basis. Mr. Stever believes this to be the best for all concerned. The situation is very complex at the present time, principally due to the lack of specific regulations from the Treasury Department in accordance with the provisions of the law under which such pension plans are permitted. He anticipates strict regulations which might cause some controversy because the Treasury Department's original plans were not adopted by Congress.

Mr. Stever also warned his audience against careless solicitation, saying that many serious situations have developed because the agent attempted to be an "expert" without proper preparation or knowledge of the law and its requirements.

Samuel Taylor, San Francisco, tax attorney, answered questions.

Elrod on Pension Trusts

Milton Elrod, Jr., of the R. & R. Service, addressed a meeting of the Indianapolis C. L. U. on pension trusts. Robert I. Blakeman, Jr. presided. Company executives, general agents and managers, and candidates for the C. L. U. examination in June 1943 were guests.

Cram Course in Chicago

The cram course preparatory to the C.L.U. examinations in Chicago will be held downtown June 7-8, it was announced this week by G. L. Grimm, supervisor New England Mutual who conducts the C.L.U. course at Northwestern University. The C.L.U. examinations are to be held June 9-11 at University of Chicago. Tuition for the cram course will be \$2. The time and place of meeting will be announced later by Mr. Grimm.

John Williams, educational director of the American College, will be a special guest April 26 at a luncheon at Hotel LaSalle with the Chicago chapter of C.L.U. as host. The officers, educational committee and past-presidents will confer with Mr. Williams. C.L.U.

activities in Chicago have been some what curtailed by war demands on younger personnel of agencies and also by the fact that many who had thought of taking the C.L.U. preparatory course at N. U. failed to make their registrations in time so the university canceled a number of sections of the course.

The chapter's annual meeting will be held June 3. A nominating committee is being selected to prepare a slate for consideration at that time. In line with custom it is likely C. E. Smith, special agent of Northwestern Mutual, now vice-president, will be elected president to succeed Harry G. Walter of the Stumes & Loeb agency of Penn Mutual. Harry R. Schultz of the Vermillion agency of Mutual Life of New York, now secretary-treasurer, probably will be advanced to vice-president. A secretary-treasurer and six directors also will be elected.

MANAGERS

Peoria Cashiers Elects

C. G. Thorson, Equitable Society, was elected president of the Life Insurance Cashiers Association of Peoria, Ill., at the annual meeting. Roy E. Davis, assistant general agent Aetna Life, Peoria, gave an inspirational talk. R. M. Douglas, Aetna Life, is retiring. Other new officers are: Vice-president, Lucille Kutzly, Midland Mutual; secretary, Gladys Nolan, Metropolitan; treasurer, L. A. Ralls, John Hancock.

Discuss Motivation, Manpower

Under the direction of Jack W. Lawrence, "Motivation" was discussed at the April dinner meeting of the Utah Life Managers in Salt Lake City. Questions were handed in by members, followed by a general discussion. The manpower situation also was discussed, as the matter of recruiting is of concern to managers and general agents. Considerable confusion prevails as to whether selling life insurance is an essential or non-essential industry, judged from the standpoint of war needs, and a committee was appointed to find out if possible, where the life business stands.

N. J. Supervisors Hear Manthe

Herbert S. Manthe, Newark manager of Mutual Life, spoke on "Supervision" at a luncheon meeting of the Life Supervisors Association of Northern New Jersey in Newark. He pointed out the importance of the supervisor in an agency and the aid he can render those in the field.

Smith in Oklahoma City

At the April meeting of the Oklahoma General Agents & Managers Club, George F. B. Smith, assistant vice-president of Connecticut Mutual, discussed "Let's Stop and Think."

Fidelity Mutual Meeting

The managers of Fidelity Mutual Life have been called to the home office May 18-19 to meet the new president, E. A. Roberts. He has already conferred with some of the managers in nearby territory but he desires to get in touch with all of them.

Wilber Gerber of the legal department of the OPA in southern California spoke before the Life Agency Cashiers Association of Los Angeles on "Why for Rationing."

Stumm Host at Chicago

B. J. Stumm, Northwestern Mutual Life general agent at Aurora, Ill., gave a luncheon in Chicago during the annual meeting of the Illinois Association of Life Underwriters for his district managers. About 16 were present. A short business session was held.

RECORDS

Acacia Mutual Life—Significant gains for March and the first quarter were recorded as the organization pays tribute to President William Montgomery, who is observing his 50th anniversary as directing head.

New life insurance sold during March of \$5,131,628 brings the new business for the first quarter to \$11,547,340, a 10% gain over the corresponding period of 1942. The increase in life insurance in force was \$3,439,412 in March and the increase for the first quarter is \$6,244,240, 35% greater than the first quarter of 1942. Insurance in force is now \$47,247,376 compared to \$450,773,415 on March 31, 1942.

The lapse rate on March 31 reflected a 21% improvement compared to a year ago.

Since Jan. 1, government bond purchases have amounted to \$4,600,000 and the holdings of these securities now total 83% of its entire bond portfolio.

Standard Life of Indiana—New paid for business the first quarter of 1943 was 12½% in excess of the same period in 1942; first year premium income increased 13½% and renewal premium income increased 26½%.

Homer C. Chaney Agency, New England Mutual, Cleveland—in March under Earle W. Brailey, who has just retired to concentrate on personal production, paid for nearly \$750,000 of business and ranked third among the company's agencies for the month and fifth for the year. March production showed a large increase over the same month in 1942.

Ellis and Blohm general agency Provinent Mutual, Cincinnati—Leads all the company's major branches in percentage of quota attained for year to date. Last year was first in percentage of quota among major agencies and led all major agencies in persistency (low lapse rate). Also led in attaining highest quota of insurance in force. C. V. Anderson is company leader for the first three months of 1943. General agents are Samuel P. Ellis and W. Henry Blohm.

Yochum Top Man in App-a-Week Club

Twenty-two agents of the Midland Mutual Life have been members of the App-a-Week Club for over 100 weeks. The longest consecutive membership is held by S. L. Yochum, general agent, Hamilton, Ohio, who has been a member since the club was initiated some 19 years ago.

Continued membership requires at least one application per week on any type of the policy. At the end of each quarter award money credits are figured and can be had or left to accumulate for future use by the agent.

Rewards in War Bonds

War bonds will be awarded to Lincoln National Life representatives who qualify for membership in the sales honor clubs.

The expense of conventions has been approximated and representatives will receive bonds for an equivalent value. Members of the President Club will receive bonds having a maturity value of \$600. Those in the Emancipator Club will receive bonds valued at \$300, and Circuit Rider Club members will be given \$150 in bonds.

Twenty-four employees of the California department are now in service. Latest to enlist is Miss Elsie Frizzi of the San Francisco office, who has joined the WAACS. At an informal reception, Commissioner Caminetti presented her with a fountain pen, gift of her associates.

Reveille to VICTORY

"Good morning, 7 o'clock" awakens you from a pep-restoring sleep on an inner-spring mattress in noise-proof, air-conditioned room at...

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Over 50% of all rooms \$3.50 or less single

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Through a simple but effective device
—*The Controller*—Ætna Life Salesmen
plan and execute their daily selling
activities. A welcome task-master, this
thoughtfully-designed sales ledger is one
of many elements in Ætna Life's plan
of organized selling. It is the initial step
that the Salesman takes to set up a satis-
factory selling system that brings tell-
ing results.

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The Ætna Casualty & Surety Company
The Automobile Insurance Company
The Standard Fire Insurance Company
of Hartford, Connecticut

LAST YEAR'S BONDS GOT US STARTED

THIS YEAR'S BONDS



★ Last year saw nearly 30,000,000 workers voluntarily buying War Bonds through some 175,000 Pay-Roll Savings Plans. And buying these War Bonds at an average rate of practically 10% of their gross pay!

This year we've got to top all these figures—and top them handsomely! For the swiftly accelerated purchase of War Bonds is one of the greatest services we can render to our country . . . and to our own sons . . . and our neighbors' sons. Through the mounting purchase of War Bonds we forge a more potent weapon of victory, and build stronger bulwarks for the preservation of the American way of life.

"But there's a Pay-Roll Savings

Plan already running in my plant."

Sure, there is—but how long is it since you've done anything about it? These plans won't run without winding, any more than your watch! Check up on it today. If it doesn't show substantially more than 10% of your plant's pay-roll going into War Bonds, it needs winding!

And you're the man to wind it! Organize a vigorous drive. In just 6 days, a large airplane manufacturer increased his plant's showing from 35% of employees and 2½% of pay-roll, to 98% of employees and 12% of pay-roll. A large West Coast shipyard keeps participation jacked up to 14% of pay-roll! You can do as well, or better.

By so doing, you help your na-

tion, you help your workers, and you also help yourself. In plant after plant, the successful working out of a Pay-Roll Savings Plan has given labor and management a common interest and a common goal. Company spirit soars. Minor misunderstandings and disputes head downward, and production swings up.

War Bonds will help us win the war, and help close the inflationary gap. And they won't stop working when victory comes! On the contrary—they will furnish a reservoir of purchasing power to help American business re-establish itself in the markets of peace. Remember, the bond charts of today are the sales curves of tomorrow!



You've done your bit Now do your best!

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